

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVIII.

NEW YORK, AUGUST 4, 1909.

No. 5.

Among the Top-Liners—That's Where Kansas Is

It may be something of a surprise to a good many people who look on Kansas as a new and largely undeveloped state to learn that there are only three states in the Union which show a larger assessment of property than the state of Kansas. But it's a fact.

New York, of course, is in a class by itself, with a total assessed valuation of \$9,173,566,245.

Pennsylvania comes next with a valuation of \$5,796,777,827.

Then follows Massachusetts with an assessment of \$4,503,426,621.

And then comes the bully young state of Kansas with an assessment of \$2,453,691,850.

Kansas leads in taxable wealth, at least so far as the assessor's books show, the great states of Ohio, Illinois, Indiana, Iowa and Missouri.

She has nearly a half billion dollars more wealth than the great state of California. More than five times as much as the state of Alabama; and three-quarters of a billion more than the state of Michigan.

As a matter of fact the taxable property in the state of Kansas is no greater than some of these states enumerated. Kansas's showing is partially due to her method of assessment. Nevertheless, the fact remains that a state which puts on the assessor's books taxable property to the value of approximately two and one-half billion dollars must be a right good state. And Kansas is.

Her wealth is largely the product of her fertile soil, and this glorious summer of 1909 is adding to it by the million every week.

Nearly 100,000 wealth producers are reached every week in the year by FARMERS MAIL AND BREEZE—the leading agricultural weekly of the Southwest.

I do not claim that FARMERS MAIL AND BREEZE goes to every farmer in the state of Kansas—but it comes nearer covering the state in which it is published than does any other agricultural paper in any other state in the Union. You reach the most people through FARMERS MAIL AND BREEZE—the people who count big in their community and big for you.

It has a place in the family that no other paper can ever fill—it is not only the text book and market report for the head of the house, but it is the shopping center of the entire family.

I verily believe that it has directly influenced forty million dollars worth of trade in the past year. During August and September the rates remain at 30 cents per agate line. Beginning with the first issue of October the rate will be 40 cents for a guaranteed circulation of 100,000.

If you have never seen a copy let me send you one—to show you the kind of business men who are getting big returns from this territory and to show you why FARMERS MAIL AND BREEZE gets so close to the farmers of Kansas.

Arthur Capper

Topeka, Kansas, July 27, 1909.

Marco Morrow, Director of Advertising,
Topeka, Kan.
J. C. Feeley, 1306 Flatiron Bldg., New
York City.
Justin E. Brown, 615 Hartford Bldg.,
Chicago.
S. N. Spotts, 401 Century Bldg., Kan-
sas City.
W. T. Laing, 1012 N. Y. Life Bldg.,
Omaha.

FARMERS MAIL AND BREEZE

Twenty-seven Back Covers Sold in Thirty Days

At no time in the history of the WOMAN'S MAGAZINE have so many cover pages been sold so far in advance.

Within the past thirty days the WOMAN'S MAGAZINE has sold thirteen back cover pages which run in colors. This means that we have sold all back covers between August 1909 and January 1911, with the exception of December 1909 and July, August and December 1910. We expect to sell December 1909 and July 1910 before this advertisement is in print, to two high-class advertisers. This will leave only two covers unsold for the next seventeen months and they will be disposed of to the first advertiser that sends us a definite order. All of the back covers that the WOMAN'S MAGAZINE has sold go to the largest and highest class advertisers in America.

Within the past thirty days, BEAUTIFUL HOMES has sold six back covers, to be run in colors. The only back covers unsold at this writing are December 1909 and issues after March 1910.

Within the past thirty days the WOMAN'S FARM JOURNAL has sold eight back cover pages, to be run in colors. The only covers unsold are those after March 1910.

There must be a good reason for this unusual interest in the three monthly Lewis publications on the part of big back cover advertisers.

One of the greatest reasons is the tremendous influence behind these publications—The American Woman's League—a comprehensive description of which will be found in several of the publications which are receiving a large volume of subscriptions through League members. See Collier's Weekly—July 24th issue; Everybody's Magazine—August issue; Success—August issue; Butterick Trio—September issue; Farm Journal of Philadelphia—September issue; American Boy—September issue.

Advertisers should acquaint themselves with the greatest subscription gathering proposition that was ever conceived—the American Woman's League—an organization that gives the Lewis publications a tremendous influence and prestige—at the same time a plan that means much to American womanhood.

For the present, space is being sold in the three monthly Lewis publications at the same rates as before. These rates, by the way, are the lowest obtainable for 100 per cent **proved paid** circulation.

We shall be glad to send full particulars concerning the American Woman's League and the enhanced advertising value of the three monthly Lewis publications to any interested advertiser.

THE LEWIS PUBLISHING COMPANY

CAL. J. McCARTHY, ADV. MGR.

UNIVERSITY CITY,

ST. LOUIS MO.

CHICAGO OFFICE:
G. B. Hische—J. D. Ross
1700 First Nat'l Bank Bldg.

ST. LOUIS OFFICE:
J. Ferd. Oberwinder
Star Bldg.

NEW YORK OFFICE:
R. J. Danby—G. B. Lewis
1602 Flat Iron Bldg.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXVIII.

NEW YORK, AUGUST 4, 1909.

No. 5.

HOW MUCH IS STORE DEMONSTRATION WORTH?

DATA CONCERNING AN ADVERTISING METHOD EMPLOYED IN DEPARTMENT STORES—GOOD DEMONSTRATORS THE VITAL PART.

"I'm bothered to death every day for permission to demonstrate," says one of the leading department store advertising managers in the country. "I refuse a great many, and am very careful whom I allow demonstration privileges."

For some years it has been a favorite method with manufacturers of goods desired to be sold at retail to seek demonstration in a large department store. At one time some years ago the number of demonstrations in all departments throughout a single large store was quite overwhelming. Stores were frequently like large bazaars which existed solely for a group of trade-marked articles.

Merchants are a great deal more shy of demonstrations now than they used to be, and so are demonstrators shy of old-time methods. The merchants are more sophisticated about pushing trade-marked goods, often too much so.

"There is a big difference between nationally *advertised* goods and nationally *demanded* goods," says a well-known department store "merchandise man." "We will sell anything that can be sold, whether trade-marked or not, but we will not *advertise* any but those things which have either very unusually established themselves by advertising, or those which are new and unusually good merchandise with a satisfactory profit for us.

"Store demonstrations are an excellent thing if the right demon-

strating salesmanship is used. I should say that seventy-five per cent of the value of store demonstration lies in the demonstrator. They're very hard to get—so hard that we'd probably have more demonstrations if we had more good demonstrators. We have just one out of the ten or fifteen in the store to-day who is really a skillful demonstrator. She's a wizard—you almost feel the hypnotic influence she wields. She can sell absolutely anything—goods that everybody has failed to make go. And the people keep the goods, too."

The store demonstration idea is in many cases almost a necessity. Much merchandise—in fact, it might be said of practically all merchandise—is at its highest salability when demonstrated in action and in use. For this reason the demonstration booths in the largest stores are a permanent institution, in spite of their expense, space and other disadvantages.

The natural vanity of manufacturers and selling agents about their goods makes them lay far too much emphasis on the value of store demonstration, however, hence the great number of those who are constantly seeking the privilege.

The former loose method of demonstration resulted in a great deal of petty graft. Women shoppers, pretending interest, went from booth to booth and got a free lunch—a grab-bag one, to be sure, but nevertheless a lunch. A New York paper a few years ago published a big Sunday feature story describing in detail the actual experiences of the writer who got a plentiful free lunch simply by "sampling" at the demonstration booths of New York's big stores. The writer laid out a

whole lunch course, from soup to salads and desert, all of which could be obtained free.

This is not possible in these days, when the demonstrators are more capable, and assort the triflers from the good prospects more skilfully. Modern store demonstrators take down the names and addresses of those they interest, for the purpose of circularizing them. These names are obtained sometimes by direct, sometimes by indirect request. For instance, a picture puzzle for the children will be offered sent by mail, or a sample delivered.

Most frequently, however, orders are the thing sought, and the demonstrator carries a store sales-book and works practically as a saleswoman. "Stunt" booths are avoided by many stores, which provide their own permanent demonstration booths.

At Macy's department store, New York City, for instance, these products are now being exhibited in the grocery department:

Calwa Grape Juice.
20-Mule Team Borax.
Schimmel's Preserves.
Duffey's Apple Juice.
Battle Creek Sanitarium Foods.
McVitie & Price Crackers.
Huntley & Palmer Biscuit.
Delft Peanut Oil.
Armour & Co. products.
Swift Soaps.
Postum.
McClaren's Cheese.
Campbell's Soups.
Lutz & Schramm Pickles.

But a few of these are nationally advertised products—showing the tendency of the large stores to push new goods with larger profit, and famous advertised products only after they have developed a standard demand which cannot be resisted.

At the Siegel-Cooper store, the following products are now being demonstrated:

Swift's Products.
Hotel Astor Coffee.
20-Mule Team Borax.
Franklin Mills Cake Flour.
Huntley & Palmer Biscuits.
Tryphosa (gelatine).
Brymangelon (gelatine).
Duffey's Grape Juice.
Hecker's Flours.
Battle Creek Sanitarium Foods.
Private Estate Coffee.
Lipton's Teas.

Majestic Hams and Bacon.
Kneipp's Malt Coffee.

In Philadelphia, Chicago, Boston, Kansas City and Denver stores, there is a general list of products demonstrated practically similar to the above except that each store usually pushes its choice of biscuit, gelatine, flour and coffees and teas.

Many of the fairly well-known and advertised products find the department stores unwilling to allow demonstration unless they alone in that territory have it. This is also true of getting stores to advertise a product. They say, perhaps quite justly, that they cannot afford to advertise a product which their competitor also carries. On this point much disagreement and argument occurs, for advertisers are forced to choose between wider distribution and no free advertising, or exclusive agency and some free advertising.

For such large advertisers as the American Cereal Company or shredded wheat there is a plan of demonstration that is immensely more effective than all other kinds of demonstration.

Shredded wheat is constantly travelling from one place to another, four miniature factories showing the process of making shredded wheat and triscuit. These demonstrations are put into the heart of the shopping and business districts, and pass out free samples. Sixteen million shredded wheat samples are distributed in a year and millions of folders, booklets and cook-books are given away. In addition to this three traveling stereopticon lectures are maintained, which also "demonstrate" shredded wheat.

The "food shot from guns" (Quaker puffed wheat and rice) have a still more elaborate demonstration plan. The company is maintaining half a dozen good-sized restaurants combined with a mechanical demonstration of the shooting of the grain from guns.

The bill-of-fare is made up almost entirely from its own products. These places are permanently situated in the busiest shopping districts of six largest cities.

Mr. Roosevelt's
Editorials appear
exclusively in
The Outlook



Mr. Roosevelt, The Outlook, and the Daily Press

THE reception awarded by the country to Mr. Roosevelt's editorial on "The Thralldom of Names" in The Outlook of June 19 has made evident that in his absence from the country he has suffered no loss of leadership. Echoes from this editorial reach us from every section and from every State in the Union. A few of these are sharp remonstrances, one or two are ill-tempered and vicious personal attacks, but mainly they are hearty commendation. The New York Sun labels the article "Still Lying about the Courts;" the Dallas (Texas) News, "Serving Chestnuts to a Long-Suffering Public;" and the Oswego (N. Y.) Palladium, "A Growl from the Jungle." But these are the exceptional discords in a general chorus of approval, and only serve to make that approval the more emphatic. Some quotations may serve to interpret this public indorsement of Mr. Roosevelt's latest utterance on this theme:

"Coming at this time, Mr. Roosevelt's discussion of corporate problems will give peculiar emphasis to recommendations just submitted to Congress

by President Taft, for these recommendations seek a correction of some of the abuses adverted to by the former President." President Taft's Message is "like an echo to this voice from the jungle." It is a "bugle note;" "he points out more clearly and prophetically than we who differ from him in party faith the real and the only serious menace to our Government, to wit, the arrogant mailed fist of abnormal wealth and its treacherous and revengeful spawn of poverty and wretchedness." It is a call to "full speed ahead," and while "addressed generally to the American people, it is probably somewhat directed to President Taft as a word of approval for what has been done already, and of encouragement toward a continuance of that work." In this editorial Mr. Roosevelt has "said something worth while, in a few hundred words." "There must be law to control the big men, and therefore especially the big corporations, in the industrial world, in the interest of our industrial democracy of to-day." "The ex-President is right; this Government ought to be rescued from the hands of the very rich who are using it for unhealthy purposes." "There is no mistaking the Roosevelt touch and the Roosevelt aim in the article. . . . It is full of the Roosevelt earnestness, the Roosevelt justice, the Roosevelt love of fair play and common sense. . . . No country can have too much preaching of that kind from so popular a preacher. No nation can fail to be helped on its upward and onward way by such doctrine as the Roose-

velt gospel of justice and equality of opportunity for all classes, sections, races, and interests, urged upon its attention by the eloquent voice and pen of a leader loved and honored by millions of his countrymen." "The old-time accusation that he 'talks as if he had just discovered the Ten Commandments' . . . can lie only in the mouth of the most superficial critic. . . . Say what you will, the American people have their full share of fickleness, and can be as mercurial as any nation on earth when they feel like it. It won't do us any harm to have Mr. Roosevelt preaching welcome doctrine to us once a week, and drawing similes from the French Revolution. We need it, and we shouldn't know what to do without it, in all probability." Mr. Roosevelt's doctrine contains all the Socialism the country needs: "The crooked business is business done outside of the laws the people have made to protect themselves from just such impositions. It can be carried on only by the crooked rich controlling the Government, and therefore the law itself. When this condition is overcome, when the people have the full benefit of the laws they have made for their protection against these impositions and abuses, then we will be living in a state of fairly good Socialism." As to the bitter attacks on Mr. Roosevelt for this editorial by a few exceptional journals, their significance is correctly interpreted by the Grand Rapids (Michigan) Press: "The monopolies do not rest much easier even though Mr. Roosevelt is in Africa."

The Outlook

New York

COUNTRY-WIDE SUMMER POSTER CAMPAIGN FOR "CARNATION" MILK.

UNUSUALLY GOOD POSTER APPEAR-
ING ALL OVER THE UNITED STATES
—SPECIAL ADVANTAGES OF SUM-
MER FOR OUTDOOR ADVERTISING.

By E. F. Baird.

Borden's and Van Camp's
tinned milk have so long held the
attention of the greater majority
of consumers that most others
have been overshadowed.

Within the last year or more,
however, a Western milk has been
pushed very aggressively and has
won a good market in spite of the
extensive competition it has had
to meet.

The milk is called Carnation
Milk, and is put up at Seattle,
Washington. The name is a par-
ticularly good one and meets al-
most every condition of an ideal
advertising name. The argument
for the milk also is extremely
unique and shows how climatic
and geographical conditions can be
made to help
sell a good
product.

Up in Wash-
ington the
grass is green
the year
around, and is
fed by streams
of the purest
water, coming
from the etern-
ally snow-capped
mountains
surrounding.
In most other
parts of the
country the cows are fed on hay,
alfalfa or corn stalks for many
months of the year. Their milk
necessarily can't be what it might
be if they had green grass all the
time, claims Carnation Milk.

Carnation Milk has consequent-
ly a unique and forcible argument,
in addition, to the Holstein cow
argument now generally used.
Some time ago a generous adver-
tising appropriation was made and
a national campaign opened. A
great deal of newspaper space is

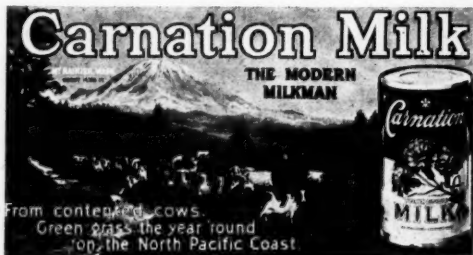
used, but especial stress is put on
posters and street car cards.

A poster campaign has just been
opened, to run in the three strong
poster months of the summer. A
three-color 24-sheet poster has
been put out, and it is so striking
and beautiful that it has a unique
value besides its direct advertising
effect. The color contrast be-
tween the snow-capped Mount
Ranier and the green pastures of
the valley dotted with grazing
cows is highly attractive.

This poster has been put up
in and about every city of 50,000
or more in the entire country.
Even in many localities where a
civic prejudice against posters ex-
ists, there have been very compli-
mentary remarks made about
this poster, showing that it is
really the unsightly posters which
have stirred up opposition.

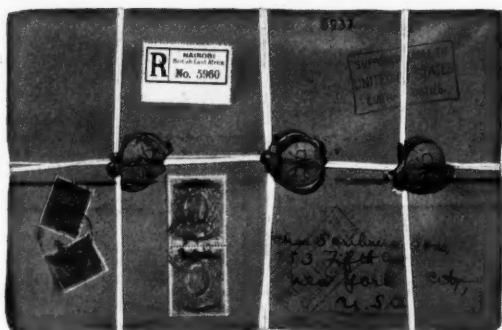
A street car test campaign was
made some time ago in St. Louis,
with unmistakable results, and
cars are now a considerable part
of the Carnation advertising cam-
paign.

Many advertisers are not aware



24 SHEET COLORED POSTER THROUGHOUT U. S.

of the special advantages of tim-
ing an outdoor campaign in the
summer. There are a number of
strong arguments for concen-
trating outdoor advertising in
summer, as the Carnation Milk
people are doing. The more uni-
formly good weather of summer,
in the first place, makes posters
and signs less likely to be dam-
aged; and the fact that thousands
more people are out of doors in
summer than in winter makes
another strong argument.



Mr. Roosevelt's Hunting Story is coming to us out of Africa directly as it is written. From various Jungle stations we have five packages of manuscript and photographs. Vivid freshness is the charm of each installment. Mr. Roosevelt writes in his camp on *safari* telling his story as it occurs. African articles there are without number, written in the library from notes. Not so Mr. Roosevelt's. The local color, the atmosphere, the enthusiasm of immediate action is in every word.

First story in the October

SCRIBNER'S MAGAZINE

"TYPEWRITER VISIBILITY NO LONGER TALKING POINT."

REMINGTON ADVERTISING AVOIDS ALL REFERENCE TO THIS SALIENT FEATURE—LARGE ADVERTISING EXPENDITURE—METHODS OF USING MAGAZINES AND NEWSPAPERS—ADVERTISING DEPARTMENT AUXILIARY TO SALES.

It is an interesting fact that although the new models of the Remington typewriter are constructed on the "visibility" principle, the company isn't saying a word about it in the advertising.

According to the generally accepted idea, "visibility" is a strong talking point in a typewriter. Visible writing is said to increase speed and accuracy, and the demand for this class of machines is now enormous. Yet the Remington people give the public no hint of this feature. Some of the ads enumerate all the other new features—column selector, back spacer, built-in tabulator, etc.—but make not the slightest reference to visibility.

PRINTERS' INK asked A. C. Reiley, advertising manager of the company, whether the reason for this policy was that "visible" has been tied up so closely to other machines through extensive advertising as to make it almost a part of the names.

"Not exactly," replied Mr. Reiley. "The real reason is that we don't regard visibility as worth talking about any more. Practically all typewriters are visible machines nowadays, and when it's such a common feature, what's the use of wasting space over it?"

Further investigation revealed the fact that only in the Remington booklets and folders is the visible feature referred to, and here it is not called "visible" but "front-stroke."

"Here is some information," continued Mr. Reiley, "which is not generally known. The Remington was one of the first front-stroke typewriters in existence—not on the market, mind you, but in existence. As far back as 1890,

twenty years ago, we began to develop the front-stroke and thus to have every letter in sight as fast as it was written. It proved a very difficult problem. It was easy enough to produce the front stroke at the sacrifice of stability, but this the company would not consider for a moment. It was necessary to combine the front-stroke principle with Remington quality. Therefore, it was not until a way was found to place the forged typebars and broad pivot bearings in a segment of a circle instead of an entire circle that the Remington front-stroke models were put on the market.

"But while we do not consider it worth while to mention the front-stroke in our magazine and newspaper advertising, we take it up, along with the other new features, in our printed matter. And, by the way, have you noticed that since the Remington front-stroke models have been put on the market the term 'visible' has

I Both Write and Add as One Operation

I Both Write or Add as the Operator Wills



The New
Model 11
of the
Remington
Typewriter

With Wahl Adding and Subtracting Attachment

presents a new and matchless combination—the latest model of the **greatest** writing machine with the **only** adding and subtracting attachment ever placed on a typewriter

This combination means the doubling of the field both of the writing machine and the adding machine. It opens new opportunities for time and labor saving in every kind of billing and general accounting work.

Illustrated descriptive booklet sent on request.

Remington Typewriter Company
New York and Everywhere

EXPLOITING THE WAHL ATTACHMENT.

largely disappeared from typewriter advertising?"

Mr. Reiley was asked whether it was proposed to play up any specific Remington feature in next season's campaign.

"Yes; the Wahl adding and sub-

tracting attachment," he replied. "I have just prepared several magazine and newspaper ads featuring this, which makes the Remington the only typewriter that fills all the requirements of a general type-writing and adding or subtracting machine. We intend to make this very prominent in our advertising this fall, and I believe it will be the most important typewriter feature exploited."

The Remington advertising is now appearing in about sixty magazines, weeklies, class and trade journals, including the following:

Monthlies—*Harper's*, *Century*, *Bookman*, *Munsey's*, *North American Review*, *Scribner's*, *World's Work*, *Review of Reviews*, *Success*, *System*, *Outing*, *Putnam's*, *World To-Day*, *St. Nicholas*, *Sunset*, *Bookseller*. *Chautauquan*, *Living Age*.

Weeklies — *Saturday Evening Post*, *Leslie's*, *Outlook*, *Literary Digest*, *Harper's*, *Independent*, *Scientific American*, *Army and Navy Journal*.

Class and Trade Journals—*Journal of Education*, *School Journal*, *American Penman*, *Pitman's Journal*, *Shorthand Writer*, *Student's Journal*, *Popular Educator*, *Teachers' Magazine*, *Penman's Art Journal*, *Gregg Writer*, *Phonographic World*, *Office Appliances*, *Office Outfitter*, *Railroad Telegrapher*, *Telegraph Age*.

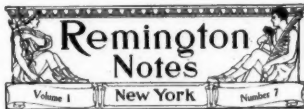
Full pages are being used in publications of standard magazine size, while the *Saturday Evening Post* and journals of similar size get quarter-pages. Copy for the class journals is prepared especially to fit their respective fields. The school journals are regarded as particularly good mediums in which to advertise Remington typewriters.

"As to the newspapers," said Mr. Reiley, "we have been using them for only six or seven years, and we don't use them regularly now. Our method of using the newspapers is to conduct an occasional campaign through them in about fifty of the principal cities, using space that probably averages in the neighborhood of three columns by seven or eight inches. These campaigns are not con-

ducted at regular intervals, but whenever one seems advisable it is promptly carried out. Our usual list for such a campaign includes about 150 newspapers in the fifty cities.

"Generally described, the purpose of our newspaper and magazine advertising is publicity. Extended argument is not needed in the case of the Remington, because the public knows it. Our object in newspaper and magazine advertising is, broadly speaking, to remind the public of the Remington. People as a rule don't buy hundred dollar machines from ads. When they get ready to buy they send for a salesman. For this reason large quantities of direct inquiries do not usually come from Remington advertising; but the results which always follow a vigorous campaign, prove that our advertising is effective.

"We regard advertising as auxiliary to the work of the sales de-



How Our Forefathers Wrote.

By W. R. Bourley



"I old in a large an writing desk fell under my eyes the other day—an antique com-
"vener, and
yet a model of workman-), on its way, and looking from its finely finished handles to the solid metal pattern upon its lid, as though it would survive many more generations but it represented a time when men had more time and took more pains than they do nowadays. Ben- like an appearance when closed, it opened readily enough to the initiated who knew how to give a peculiar pressure with the key when turning it on the lock and the cloth-covered lids of its two compart- ments joined to make a slanting surface for writing. It wore an air of mystery, did that old desk. It had a false bottom and false sides. There were invisible springs to touch and hidden drawers would be suddenly revealed by the flying lock of some innocent-looking piece of wooden partition. One trembled to think what

prudent secrets might have been at- tached to its locking, and there was a fascination in trying to reconstruct the picture of a quaintly-geared Com- buckerlockers, shoe-lockin, quene and all-related, before that tiny lock as there must have been many and many a time! Looking with fingers long since turned to dust the very surface on which my hand now rested while he laboriously constructed his message. You



may be sure that he sent a gray goose quill and that when he had finally come to an end he took that curious little bottle with a perforated metal top, for all the world like a pepper-ton, from its compartment on one end of the desk, and from it dusted a little fine sand over the bottom of the sheet where the ink was still wet. This was the old style blotter. After a moment or two he would blow off the sand—through per-

FRONT PAGE OF HOUSE ORGAN.

partment. We have in the United States fifty branch offices, each with a complete organization, and a hundred sub-branches. Our entire organization throughout the world comprises 460 salesrooms, and the whole purpose of the ad-

vertising department is to make it as easy as possible for the small army of salesmen connected with the various offices. While our sales and advertising departments are separate organizations, they always work in close touch with one another, holding frequent conferences and considering jointly all problems which have common interest."

The Remington Company is particularly strong on printed matter and follow-up letters. From 250 to 300 pieces of printed matter are current at all times, including folders, booklets and catalogues. In these the Remington typewriter and all its features are pictured and described in detail. Many of the pieces are suited to general work on prospects. Others are specially prepared to fit specific conditions, emphasizing those features which adapt the Remington to certain classes of work.

An interesting point is the system by which all printed matter and follow-up letters are tabulated for reference. When a prospect is dug up the salesman selects the pieces which he considers best for this prospect, and sends in the list to headquarters where the matter is promptly mailed.

The company also issues a house organ called *Remington Notes*, which Mr. Reiley regards as one of the most effective features of Remington advertising.

"The typewriter business is remarkably new," he declared.

"One week, for instance, we get a story about Shackleton searching for the South Pole with a Remington typewriter as part of his equipment. Another week comes the announcement that the old Huntingdon school, where Oliver Cromwell learned to write, has installed Remington typewriters. Then a Remington salesman takes a trip through Alaska and has a great yarn to spin. So it goes—there's always something doing in some part of the world in which the Remington figures, and which makes a real magazine story full of genuine human interest.

"We receive thousands of requests from business firms, pro-

fessional people, stenographers and others to be put on the mailing list. At present we issue *Notes* about once in three months, and the edition of 60,000 copies is always exhausted quickly. The circulation of *Remington Notes* is increasing constantly."

An interesting feature of the Remington organization is its factory at Ilion, N. Y., a town of 5,000 or 6,000 inhabitants, of which number about 2,000 are Remington employees. Ilion has been the home of this typewriter ever since it was first put on the market in 1873. Originally the firm of E. Remington & Sons made guns—the Remington rifles, which were famous more than half a century ago and helped to keep the Union intact in the civil war. At first the typewriter advertisements were signed "E. Remington & Sons, Gun Makers."

In 1885 this firm failed and one set of interests bought the typewriter business, while another set purchased the gun industry. Today there is no affiliation between the two organizations, although each product is legitimately entitled to bear the name of Remington and both are still made in Ilion.

The typewriter company makes a point of taking good care of its employees. Once a year a field day and pageant is held in which the entire factory participates. The Remington Typewriter Baseball League consists of six clubs picked from the factory hands, and every year there is a great contest for the cup offered the winning club by Mr. Seamans, president of the company. The Remington Typewriter Band of about forty pieces is said to be the best in the Mohawk Valley, while the Remington Typewriter Glee Club is famous throughout that section. The seventy factory foremen have a fine clubhouse in the woods, donated for their special use by Mr. Seamans.

Ilion does not figure extensively in the company's advertising, however. About all the showing it gets there is in the pictures of the big plant which are frequently used.

The RIGHT MEDIUM for the RIGHT PEOPLE

The readers of the People's Popular Monthly receive every issue 32 to 40 pages printed on book paper with reading matter and illustrations that earn for it the title of the "finest" rural magazine published.

One Quarter of a Million Copies

of this magazine are read in well-to-do American homes every month. Our readers are people with money and they spend it among the advertisers in the People's Popular Monthly. For that reason it carries the copy of all the best mail order advertisers as well as many of the most discriminating general publicity advertisers.

It Brings Results

If you have a try-out copy or if you want to use the strongest rural magazine published, put this medium on your list and watch results.

Not only will you receive good results, but by advertising in the People's Popular Monthly, you are buying space at bargain rates, for it only costs

\$1.00 A Line

to reach an enormous number of the most prosperous homes of the smaller towns and cities.

RATE CARD AND SAMPLE UPON REQUEST

The People's Popular Monthly

DES MOINES, IOWA

Yes, Mr. Editor, You are Right!

Advertising men do answer ads.

Printer's Ink is a good, profitable medium.

My last advertisement demonstrated both of these facts.

Now, what I am interested in more particularly is to find out whether or not advertising managers answer ads.

I have an ax to grind. I want to get in touch with men who are spending money in advertising. I want to prove to these men that Sheldon's Business Philosopher and Salesmanship will be a profitable medium for them to use.

I say I want to "prove" it. I mean just that. If you gentle-

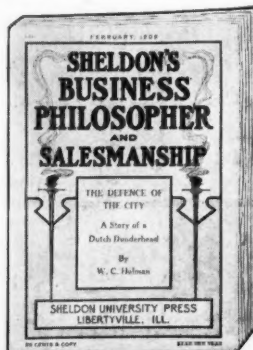
men have money to spend in advertising any known commodity, I want you to write to me and get the facts regarding Sheldon's Business Philosopher and Salesmanship.

If you get these facts—mull them over thoroughly—and are still unconvinced—you have spent but a two cent stamp—and no harm is done.

On the other hand, if the facts demonstrate the wisdom of a "try out"—and subsequently Sheldon's Business Philosopher and Salesmanship proves profitable, then—

you are amply repaid for the little time it takes to learn the truth.

Write me today—I will do the rest. Address thus: A. F. Sheldon, Editor, Sheldon's Business Philosopher and Salesmanship, University Press, Libertyville, Illinois.



STREET CARS LARGE FACTOR IN CREX RUG ADVERTISING.

A HEAVY VOLUME OF TRADE, UNDIMINISHED BY PANIC, BUILT UP BY STRONG ADVERTISING—GOOD SALE IN TROPICS THROUGH MAGAZINES.

Up to three and a half years ago, the Crex Carpet Company, which had been in existence for a number of years under a different name and a different management, had practically done nothing in the publicity line whatever. It began to advertise a little before the late financial slump, and to-day, reaping the results from its cumulative publicity during the last few years, it is emerging from the panic years with such a wide demand for its product that it cannot begin to keep up with its orders.

While not yet to be classed with the very heavy advertisers of the country, the Crex Company has nevertheless, through good business management and the following out of well-laid publicity plans, made the article it manufactures, a wire grass rug, well known to the discerning portion of the American public. Hundreds of thousands of them are now in use in American homes, particularly in and around the large centers of the country's population; whereas a few short years ago they were almost unknown.

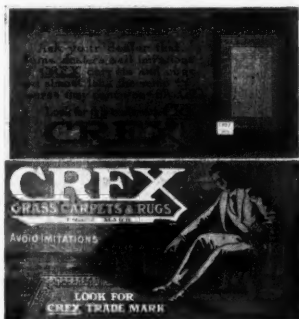
Originally these rugs, which have been on the market only a comparatively few years, were made and sold by the American Wire Grass Company. The company, however, did not find smooth sailing and finally, after making one brief but quickly abandoned essay into advertising, underwent changes which resulted in a reduction of capitalization, a change of name and a new business policy.

With the new and progressive ideas of handling the business came as one of the first distinct steps toward up-to-date merchandising methods, the adoption of an advertising policy and a definite advertising plan. Crex rugs were known to some extent and quite

favorably, and the manufacturers had a fairly good distribution of their goods in the large cities when, early in 1906, they embarked on their first publicity campaign.

This first campaign was made in the street-cars of New York City. Strong and attractive cards were used setting forth in colors the precise character of the grass rug and illustrating in fetching fashion its all-around usefulness and its decorative possibilities as well. At the same time the concern made an aggressive bid for more complete distribution of its goods among the large department stores and retailers.

The good results from the



LATEST CAR CARDS.

street-car advertising soon began to show. The better class of apartment dwellers and people living in houses of their own in the suburbs quickly began to be heard from at the stores, and in turn the department stores and other large dealers began to place orders for goods. The returns were so good, as a matter of fact, that it was decided to keep the ads running in the street cars all the year around, and the Crex rugs have been advertised in the New York and Brooklyn street cars continuously ever since.

The following year the publicity plans were extended to take in a good list of the leading magazines and later painted signs and newspapers in large cities were

added. The magazine space has been used every year since, usually for several months in the spring and early summer, the list being generally added to until, this year, it included from twenty-five to thirty of the better-known publications reaching the homes.

Painted signs have been used quite extensively by the Crex people, several hundreds of these display signs being utilized along the tracks of the leading railroads in the vicinity of a number of the big cities. There are numbers of them spread along the lines of the Lackawanna, New York, New Haven & Hartford, and the Pennsylvania, and a few along the line of the Erie, in the New York territory, while many of them are to be seen also along the various suburban lines running out of Boston. There are about a hundred around Chicago and numbers of them also near Philadelphia and St. Louis.

Coupled with the street-car advertising, George E. Lindley, vice-president and active business head of the Crex business, believes that these numerous painted signs have been highly beneficial as business-builders. "Street cars, we are confident, have benefitted us so greatly, both with the consumer and directly with the trade, that we have this year spent a large part of our twenty-five per cent increase in advertising appropriation in extending our street-car publicity," says Mr. Lindley. "We have not only gone into both the new Hoboken tubes in New York City, but have also placed all-year contracts for space in the street cars of Baltimore, Washington, Pittsburg, St. Louis and New Orleans.

"Our magazine advertising also has been most satisfactory to us and we have had many direct inquiries to our ads placed in these publications, a good many replies coming even from foreign countries asking about the rugs and opening the way to good sales in these countries. From Panama especially many letters have reached us in response to these ads, the Crex rugs being of a sort especially adaptable to the light furnishing requirements of tropical

lands. A few days ago a letter came to hand from Jack London asking for information about Crex, and our little booklet, telling all about our product, together with a personal letter giving additional details, is now in the mails on the way to him in the Pacific."

Among the magazines mentioned by Mr. Lindley as valuable mediums for carrying the Crex ad are the *Century*, *Munsey's*, *McClure's* and *Red Book*. "One of the monthlies from which we have got about the best results," says he, "is *Good Housekeeping*. We have had many inquiries from readers of this publication. While there are some other magazines which have not yielded as many inquiries as some, still I believe the results from all have been very good.

"We have received large numbers of inquiries for information about our rugs from residents of Canada, who have seen our advertisements in the American publications," says Mr. Lindley, "and we consider we have got most excellent results in the Canadian territory from this source.

"We have also used the *Canadian* magazine to some extent and have found it to be a good medium."

Aggressive advertising has had the vitally important result in the last few years of leading the trade to push the company's products all the year around. When these wire-grass rugs first came on the market, there was an idea that they were only intended for use on porches and for light summer furnishing. Retailers made no effort to show them except in the spring and summer months. The goods were stored away during the rest of the year and for at least six months they were out of the dealer's sight and out of his mind as well.

When the advertising was begun, it was based on the principle that Crex rugs were suitable to all-the-year use and to general use in all sorts of households. The street-car and signboard publicity campaigns were entered upon on a yearly basis and with the idea of stimulating job-

bers and retailers to keep right behind the goods and to keep pushing them during all the twelve months.

The consequence is that to-day Crex rugs are sold as a carpet staple every business day from New Year's to Christmas. They have found a wide use not only in country homes and bungalows but in city houses also, while in thousands of apartments in all the large cities they are used almost to practical exclusion of any other form of carpeting for hardwood floors.

This heavy increase in the company's business has gone right along during the so-called panic period. "We began advertising shortly before the financial trouble started," says Mr. Lindley, "and we kept it up all through the panic and did a steadily expanding business. We scarcely knew there was any panic, as a matter of fact. To-day we have a splendid trade and we are going right ahead. The cumulative effects from our advertising are daily coming more and more into evidence and this summer our business is at the highest point in Crex history. We have many more orders than we can fill for our leading lines and, although we are putting in many more looms and increasing our equipment otherwise, I don't know when we can begin to catch up with the orders now stacked on my desk."

The Crex Company gets most of the raw material, from which it makes its wild-wire-grass rugs, from 26,000 acres of marsh land, which it owns in Minnesota and Wisconsin. From these vast meadows many carloads of fragrant grass are shipped every day to the concern's large mills at St. Paul, Minn. There 400 hands are constantly kept busy making it into rugs of many sizes and designs. The company derives considerable profit also from two by-products, grass bottle wrappers and grass packing. Both are supplied in large quantities to big manufacturers and no attempt has yet been made to advertise either.



To find a lasting, enduring, permanent market, one not quickly effected by every novel movement of competition and every little change of style or custom is a great object with most manufacturers of goods for home use and consumption. The smaller cities, towns and villages supply this market to a pronounced extent. Sales records during recent years prove it conclusively.

The Saturday Globe

published from Utica, N. Y., for more than twenty-eight years, goes into thousands of towns in interior New York, New England and adjoining states.

THE SATURDAY GLOBE reaches, each issue, nearly one hundred and forty thousand homes of thrift, comfort, and intelligence in these towns. Delivered by its own agents and carriers at five cents a copy, collecting as they go, waste is entirely eliminated.

The day THE SATURDAY GLOBE ceases to interest or is undesired for any other reason it can be stopped. Thus every copy means live, desirable readers.

THE SATURDAY GLOBE offers to the advertiser an effective, economical introduction to many of the best homes in one of the most prosperous and responsive sections of the United States. An introduction that carries weight and bespeaks confidence.

We ask an opportunity to lay before you the facts and figures substantiating the statements made in these talks.

SMITH & BUDD CO.,
Advertising Representatives,
Brunswick Bldg., N. Y.; Tribune Bldg.,
Chicago; Third National Bank
Bldg., St. Louis.

ADVERTISING TO ENCOURAGE MILK DRINKING.

ASSOCIATION OF PHILADELPHIA DEALERS BEGIN EXTENSIVE CAMPAIGN—EDUCATIONAL COPY—INFLUENCED BY VAN CAMP CAMPAIGN TO STIMULATE CONSUMPTION OF FRESH MILK.

By Paul Lewis.

Here is an example of the kind of advertising that benefits a large number of dealers at the least possible cost to each, that is interesting alike as a co-operative enterprise and as an application of sound advertising toward an increase in consumption of the most common commodity of life.

The Philadelphia Milk Exchange is an association that includes nearly all the reputable milk dealers in the city. Its members distribute daily some 360,000 quarts of milk, an average of about one-half pint for every inhabitant. As the average person can wisely assimilate four or five times that quantity in a day, room for increased business could be readily seen. A number of the exchange members got together and found themselves agreeing in an opinion

member of the exchange would benefit proportionally if the consumption of milk at large were stimulated by advertising. The matter was placed before the Exchange membership, and after much thrashing out with argument pro and con, definite plans were adopted. Each dealer bears a proportionate share of the cost,

You Don't Drink Enough Milk

Here is a Fact That Should Make You Uncomfortable.

The Philadelphia Milk Exchange hasn't anything to sell you. It simply wants to INFLUENCE YOU to drink as much milk, BROUGHT FROM ANY REPUTABLE PHILADELPHIA MILKMAKERS, as you ought to drink.

One thing is sure—yes, Mr. Philadelphian and Mrs. Philadelphian and the little Philadelphians, DO NOT DRINK ENOUGH MILK.

You don't preserve the balance in your diet that nature meant you to. You drink too much of other foods that heat the blood, and you take too much solid food that overtaxes the energy of the gastric system to digest.

The individual members of the Philadelphia Milk Exchange supply the people of this city with 360,000 quarts of milk a day.

That seems a very large figure, but here is a fact that should make you uncomfortable: THIS FIGURE SHOWS THAT PHILADELPHIANS CONSUME ONLY ONE-HALF PINT OF MILK A DAY AVERAGE.

Doctors say you should consume ONE QUART of good fresh milk every day in the year, to remain vigorous and healthy—cool in the summer and warm in the winter—satisfying by indulgence or dry at the "flood tide."

We could tell you all about the water, fat, cream, albumen, milk sugar and ash, which, unconsciously joined together by the cow, compose milk, but that's the doctor's story AND WE DO NOT WANT TO GUARD HIS PLACE.

You do not drink enough milk to keep yourself in the pink of Philadelphia condition, in spite of the fact, which is a matter of casual record, that—

PHILADELPHIA HAS THE BEST MILK SUPPLY—THE MOST SANITARY AND MOST TEMPTING—OF ALL THE CITIES OF AMERICA.

The milk is FRESH—it's CLEAN—it's SWEET AS THE PASTURE LANDS THEMSELVES.

Try a bowl of milk and crackers for lunch and drink a glass of milk at dinner time.

YOU WILL FEEL THE BETTER FOR IT. We're going to keep on telling you about milk for a while.

Philadelphia Milk Exchange.



Milk and Buttermilk Banish Food Monotony

There is nothing that so pulls on the human as tireless monotony—what people call monotony.

Of all kinds of monotony, next to a monotonous person, THE MOST APPALLING is the monotony of food.

Some people eat meat for breakfast, supper for luncheon and meat for dinner.

They eat potatoes for breakfast, potatoes for luncheon and potatoes for dinner.

THE POSITIVE BELIEF that can be secured by substituting MILK, in any of its various appealing forms, for meat and potatoes and bread, FOR LUNCH, makes life more interesting.

IT IS THE ONE FOOD THAT NEVER GROWS MONOTONOUS. It may be sweet milk which arrived in Philadelphia from the farm or dairy this morning, and which has been carefully cooled in a refrigerator apart from other foods.

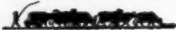
Or it may be wholesome, health-giving butter-milk, of which so many people are fond and which the doctors are so well recommended by as one of the best things of diet for either hot weather or cold weather, to the whole world of food.

Getting milk away from other foods is a refrigerator in very important, because milk is a great absorbent of flavor.

PHILADELPHIA HAS THE VERY BEST MILK SERVICE IN THE UNITED STATES.

Milk brought from any reputable dealer in this city or its suburbs is certain to reach you fresh and in the best possible condition. If you are troubled with food monotony it is your own fault, for delicious ways that every individual SHOULD CONSIDER EVERY DAY ONE FULL QUART OF MILK IN SOME FORM.

PHILADELPHIA MILK EXCHANGE



that advertising would help the case.

No one of the dealers had sufficiently wide distribution to warrant an individual newspaper campaign, but they figured that each

which is very considerable when thus divided.

A powerful argument for bringing the inevitable dissenters into line was the great newspaper campaign for Van Camp's Milk which has been in progress in Philadelphia for more than a year. This advertising has made a considerable dent in the fresh milk business, bringing home to the milkmen pretty conclusively that advertising is an effective trade weapon. Incidentally, some of the Milk Exchange copy will point out the superiority of fresh milk over the canned variety.

Aside from this defensive measure, the copy is purely educational. It talks about the benefits of drinking milk, its nutritive properties, the doctor's opinion, suggests that milk dishes are appetizing, recommends that milk be carefully covered or placed in a separate compartment in the refrigerator, and tells of the food

value of buttermilk and ice-cream. No particular milkmen are mentioned, but readers are assured that they can be certain of pure, fresh milk by patronizing any reputable milk dealer in the city.

The ads occupy from two hundred to four hundred lines and appear every other day in the newspapers. The typographical style is an imitation of the Brisbane editorial column in the New York *Evening Journal*, and is a rather unique example of the editorial style of advertising.

FRANK B. WHITE WITH
N. W. AYER & SON.

One of the most interesting announcements for some time in the agricultural advertising field is that Frank B. White, formerly of White's Class Advertising, Chicago, has joined the N. W. Ayer & Son organization.

"For some years," say N. W. Ayer & Son, in making the announcement, "we have felt that the time was ripening for the further development of agricultural advertising. While much has been done in this line, we believe that much more can be accomplished. We think the prosperity of the farmer, and the high standing of the agricultural press, make the present a most opportune time for such an effort."

Mr. White will operate largely from Chicago. The connection is likely to mean a general advance in agricultural advertising.

MUST KEEP IN TOUCH WITH IT
ABROAD.

JOHN WANAMAKER.
NEW YORK CITY, July 22, 1909.
Editor of PRINTERS' INK:

Will you kindly forward PRINTERS' INK to me, beginning with the issue of July 28th and continuing until August 18th, to address as below? Advise me of the amount of foreign postage necessary for this publication and I will forward stamps. I value your publication too highly to be out of touch with it while abroad.

R. M. HELMER,
Dress Fabrics Section.
44 Rue des Petites Ecuries,
Paris, France.

Cheap wood-pulp stock is good enough for the newspaper that lives but a day.

Books live longer and require better.

Letters are often preserved for a life time, and need the best paper obtainable. That

OLD HAMPSHIRE BOND

"Look for the Water Mark"

is good paper for commercial stationery is the testimony of discriminating business men—many of them have told us it is the best.

Prove this for yourself—have your printer show you the Old Hampshire Bond Book of Specimens, or, better still, write us for a copy. It contains suggestive specimens of letter-heads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond. Please write on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

South Hadley Falls, Massachusetts

JUST A SUGGESTION ABOUT PRESTIGE

If you were going to start an advertising campaign and wanted to reach all the dealers, and all the possible customers of those dealers in a certain city—say Omaha, for instance,—and one of the best dailies in that city could give you exclusive position in a section of its paper, devoted entirely to high-class literary and art features, printed on fine magazine stock, where you would be associated only with other high-class advertisers, you would quickly recognize its many advantages over the magazine of general circulation whose readers are necessarily greatly scattered.

That is exactly what we can give you in the

LITERARY MAGAZINE

A beautiful magazine supplement published weekly and furnished exclusively as the art and literary feature with the twelve following leading dailies:

World Herald, Omaha, Neb.

Dispatch, Pittsburg, Pa.

Herald, Washington, D. C.

Herald, Louisville, Ky.

Elmira Telegram, Elmira, N. Y.

Telegraph Herald, Dubuque, Ia.

Denison Review, Denison, Ia.

Evening News, Michigan City, Ind.

Ashland News, Ashland, Wis.

Record, Stockton, Cal.

Herald, Missoula, Mont.

Gazette, Colorado Springs, Colo.

It reaches every dealer in these cities and every prospective customer of these dealers.

EVERY COPY HITS THE SPOT

One of our regular advertisers says, "My ad in LITERARY MAGAZINE not only paid out on direct sales, but in addition has, during the past three months, brought me twelve retail dealers, several of whom have already sent in large renewal orders." He says

"YOU GET THEM COMING AND GOING"

Many strong publications will be added this fall.

Present rate, 40 cents per line. Send for current copy and further information to

STILLWELL-STONE COMPANY

Advertising Managers

1100 Boyce Bldg.

Chicago, Ill.

Long Distance Phone, Ran. 1311

Kicks and Halfpence

"As one goes from John O'Groats to Land's End one gets more kicks than half-pence."—Old Saying.

By Earnest Elmo Calkins

A man named Richard A. Haste has written an article for *Harpers' Weekly* upon Courtesy as a Business Asset. An advertising journal has reprinted it, probably with approval, at least without comment. This article is intended to make strictures upon all who, having gotten so far as to own, or at least occupy a private office, "sport the oak," to the extent of demanding to know who their visitors are before they will condescend to see them. Mr. Haste thinks that all such, or nearly all, are swelled with the pride of office—private office—and that further, while violating the laws of courtesy in not granting instantly the demanded interview to all who ask it, are at the same time missing several very good things which he, Mr. Haste, has endeavored to bring to them.

* * *

In support of this contention he narrates several anecdotes, of which one will suffice:

I wanted an interview with the publisher of a paper located at the capital of a certain Western State. The man had made some money and was supposed to wield, through his paper, some political influence. I had never met him, and so made inquiries regarding his personal characteristics. What I learned gave me a hint on his zoological classification. I did not know him, but I happened to know the Governor of the State. To him I went and secured a letter of introduction to Mr. X. With this letter in my inside pocket I went to the *Times* office, and being blocked by the bank fixtures that said plainly to all outsiders, "Thus far shalt thou go," I peeked through the bars and inquired for Mr. X.

"What is your business?" barked the watchdog on the other side of the fence.

"I do not care to state my business. I want to see Mr. X personally."

"Well, he's busy," was the curt rejoinder.

"Will you take in my card?" and I handed him my personal card on which was my name only. He was gone but the fraction of a minute, when he returned with my card and the information that the great man would not

see me. My card was not even retained for future reference. It was a complete knockout in the first round.

I returned to my hotel and, enclosing my letter of introduction with a brief note—"I am sorry that you could not find time to see me"—addressed it to Mr. X and took it to the post office. It must have caught the next delivery, for in less than three hours the great man was out "a-hunting" me. He found me and was full of apologies. A letter of introduction from a Governor is something powerful among the *Barbarlog*.

* * *

Mr. Haste writes in haste, to repent let it be hoped, at leisure. He is unfortunate in his experience, or, at least, in his illustrations. It would seem, even to the most obtuse of us, that the object of a letter of introduction was to secure an audience, that having secured the audience it was up to Mr. Haste to use his own personality to accomplish his errand. Instead, he tried to use his personality to secure the audience, and went away chagrined and resentful with his letter of introduction still in his pocket, because the newspaper man exercised the right of every man who has work to do in demanding to know who it is that wishes to see him. One wonders what the disgruntled friend of the governor meant to do with the letter of introduction, if he had secured his interview on his own face. Would he have waved it triumphantly in the publisher's face, or would he have saved it until some future time, when his magic presence failed as the "open sesame" to the door of the private office, and then sprung it upon his awestruck victim? A letter of introduction is to introduce, and it is just as potent sent in by the office boy as it is delivered in person.

Mr. Haste is very hard on business men who try to protect their working time from needless, heedless, self-interested and impertinent interruptions. It is the duty

of every business man to see every caller that can be of any use to him. Most business men listen to hundreds of long stories patiently and sympathetically, knowing all the time what the man is coming to, and knowing equally well that what he asks is impossible.

* * *

And yet Mr. Haste expects that man to drop the court decision he has almost found, the advertising campaign he has almost arranged to suit him, the selling campaign he is trying to line up, or, even more, to leave the possible or actual client upon whom his bread and butter depends, to spend an indeterminate amount of time with a man whose name he does not recall, and whose business he does not know.

Insofar as my own experience goes, I have never known a case where a man with a legitimate errand was unwilling to give his name and his business. On the other hand the men who make the greatest mystery of themselves, refuse to give names, insist that their business is personal, work the "old friend" racket, nearly always belong to that large class of time pirates, insurance agents, book agents, real estate agents, beggars, frankly so, or under various genteel guises are plain bores. Mind you, I consider the business of insurance, book and real estate agents perfectly legitimate. They are sent out to sell something. It is their duty to sell wherever they can. But they have no real claim on my time, they cannot "demand" an interview, and if they secure one by claims of personal friendship or personal business, they secure it under false pretenses, which will do them no lasting good.

* * *

There is a young man who represents a self-respecting, commendable publication, which has a right to consideration from any large advertiser, yet that young man has twice secured an audience by sending in his name as Mr. Presumptuous of the Pyramid Club. The man he was trying to see was a member of the Pyramid

Club, and thinking that Mr. Presumptuous, whom we did not know from Adam, had called on business connected with the club, he saw him immediately. He soon found that his caller was soliciting business for his publication. He admitted that his naming the club was only a ruse to get an audience. He will never get an interview with that advertiser again under any pretext.

Over and over again the office boy comes in and says "Mr. Smith's out there, says you know him." You rack your brains wondering which Smith it is, and yet if you send the boy back to ask for his initials or a card, the indignant Smith bounces out in a huff, saying "Well, if he's getting so almighty stuck up—"

Mr. Haste knows of a strange anomalous business man, who, after a visitor's card is brought in, sends word to him to wait, and then sits and looks out the window twenty or thirty minutes to properly impress the caller. It sounds like something from Dickens. One wonders why anybody should want to see a man who has so little to do as that.

* * *

All these men who are accused of secluding themselves to their own material loss, are trying to work. It is only because they do work, and work successfully that Mr. Haste wants to see them. It is only because they do protect some of their working time that they accomplish something. There may be those who are snobbish or overbearing or exclusive, who are fictitiously busy to impress small callers, but their number must be small. They simply would not last in our business atmosphere. No man so foolish, shortsighted, narrow-minded and stupid as Mr. Haste describes, will arrive at a position where he will be allowed a private office, or having arrived there, would remain. The very qualities that make a man successful make him accessible to any man with a real errand. Former President Roosevelt saw more callers, and satisfied them in less time than any other man who has occupied the White House.

It is conceded that nowhere in the world has been gathered together a body of readers more responsive to the printed argument. Our record proves this conclusively.

With a picked circulation of 200,000 copies (less in number than some of our contemporaries) we have exceeded all but four of the twenty leading magazines and weeklies in number of lines of advertising carried.

Printing in the first six months of 1909

204,970

lines of paid advertising

The Literary Digest

HUDSON TUNNEL UNDERGROUND ADVERTISING CONCOURSE.

NEW M'ADOO TUBES GIVE UNUSUAL ADVERTISING OPPORTUNITY—UNDERGROUND SHOPPING DISTRICT—HARMONIZING ADS WITH ARTISTIC SCHEME.

With the opening of the lower Hudson River Tunnels connecting the island of Manhattan with the New Jersey shore there has come into existence an interesting additional factor in display advertising in New York city. The great Concourse, built under the ground floor of the Hudson Terminal, the largest office building in the world, and through which the downtown army of New York's commuters to Jersey is henceforth to pass twice daily, is a unique underground shopping district and a national publicity exposition combined.

It is estimated that more than 150,000 persons will pass through this great metropolitan tube terminal on their way to and from trains daily, and that in addition many more thousands of New Yorkers will daily visit the Concourse—a new white city for business purposes—in order to make purchases. Nearly every sort of retail shop imaginable is established there and it is possible to buy in this novel underground shopping center anything from a package of carpet tacks to a six-cylinder automobile costing many thousands of dollars.

What is declared to be the highest rental in the world for any purpose—\$40 a square foot a year—is here paid by A. Schulte, a cigar dealer, for a center booth containing 140 feet of floor space.

The American Tobacco Company pays the highest price for advertising space, \$2,500 yearly for an overhead space between two columns, advertising Bull Durham. The same company pays \$1,800 for a like space, not so well located, used for exploiting Turkish Trophies. Other advertisers using good-sized space include the Franco-American Food Company, the Waterman foun-

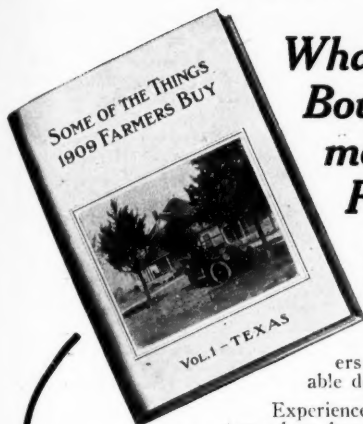
tain pen, Royal typewriter, the Rubberset Company, Huylers, the National Surety Company and a large number of men's wear stores, restaurants, etc.

An interesting feature in connection with the advertising is that every individual painted ad is required to conform both in workmanship and in its tone and coloring with the general color scheme of the Concourse itself. "This is a point on which Mr. W. G. McAdoo, president of the Terminal Company, absolutely insists," says P. Compton Miller, general manager of the Tunnel Advertising Company. "Mr. McAdoo takes a very keen personal interest in the advertising end of the business."

"In addition the architects of the Terminal Building also have a say about how the ads shall be painted. In one case, that of the Franco-American ad, the work of painting had to be done over six times and it will probably have to be done over once more before the coloring is just right. The Turkish Trophy and the Bull Durham ads had to be done over three times apiece.

"So carefully do most of these large display advertisements in the Concourse have to be done that they have been painted mostly by high-class scenery artists rather than by ordinary painters of outdoor signs. In some cases part of the work has been done by the regular sign painter and the background added by the scenery man."

"The National Surety Company," says Mr. Miller, "have never before gone into display advertising, but they decided to take large space in the Concourse, after they figured out that more bonding of all kinds is done within a radius of a few blocks of the Terminal Building than in many states of the Union. Similarly the Royal Typewriter contracted for space after reaching the conclusion that a very large percentage of the people in the Eastern part of the United States who use or are interested in typewriters will pass daily through the tubes."



What Goods Are Bought by Farmers and their Families?

Farm and Fireside has determined to correct misapprehension as to the purchasing power and the buying tendencies of farmers and their folks by dependable data showing *what they buy*.

Experienced reporters and expert photographers have been sent to a number of typical farming communities to get the facts by pen and picture, and these will be presented in a series of *de luxe* books, the first of which is now ready.

This book contains reproductions from photographs of the exteriors and interiors of the homes of farmer-subscribers for **Farm and Fireside**—of interviews with the farmers, their wives and families, as to the advertised goods they use.

There are pictures of the leading stores in the nearest town—both interior and exterior views—interviews with the merchants, telling what lines of advertised goods they carry in stock, what they think of farm-paper advertising, etc.

Also figures on the size and value of the farms now and when bought; principal crops and annual production; number and character of buildings, water and heat supply; means of transportation and communication; publications subscribed for; percentage of merchants' trade with farmers, etc., etc.

Fill and send to us coupon herewith, or just write, and we will forward you at once, postpaid, complimentary copy of the first book in the series, "Some of the Things 1909 Farmers Buy," and place your name on file to receive the others as published.

Let us hear from you at once—but one edition of each of the books will be printed, and that a limited one!

FARM AND FIRESIDE

Advertising Department Office: 11 East 24th ST., NEW YORK

FARM AND FIRESIDE,
11 East 24th Street, New York.

GENTLEMEN:

Please send without cost to me "Some of the Things 1909 Farmers Buy," and place my name on file to receive complimentary copies of other books of the series, as issued.

Name

Address

USING INQUIRIES TO PUSH BUSINESS WITH DEALERS.

FORMS AND PLANS TO MAKE GENERAL ADVERTISING DO GOOD WORK ON THE DEALER AND CONSUMER—IMPORTANCE OF PERSISTENT KEEPING AFTER INQUIRIES.

By H. M. Montgomery.

You are a manufacturer. You have built up a trade through dealers and jobbers which covers the country, but nothing like as thoroughly as you desire. Perhaps you are established only in the East with any degree of completeness, and have only a straggling few western connections.

There are two ways to progress. One is to keep as many salesmen as possible going over the territory; and the other is to call advertising to your assistance. Now, as it would take great wads of money to cover the country with salesmen in as large numbers as would be desirable, that is almost out of the question.

When you get an inquiry from Quincy, Ill., and you discover that you have no dealer there, then it is time to get busy. The inquiry gives you a good opening wedge—use it to the full extent of its worth. First, have the ad-

vertisement ahead of the salesman so that they will be prepared and introduced. When the salesman arrives, he will have a far stronger hold upon the dealer than if he just casually arrived and argued in general without introduction to the dealer. With the inquiry or inquiries from the town, his case is localized and the dealer's profit in sight. By fully explaining the extent of the advertising campaign, and the firm's system of referring inquiries and orders to the dealer—thus proving that the general adver-

(Name) _____ (Address) _____
 Was our Catalogue and Letter sent you about ten days ago received? _____
 Did you call on the dealer mentioned? _____
 If so, did he have what you wanted stamped with our trade-mark? _____
 If not, did he offer to get our goods for you? _____
 Did you buy our goods? _____ If so what was the amount of purchase? _____
 If you did not, do you expect to buy later? _____
 (Signed) _____
 Remarks _____

FIGURE 2—FORM FOR DATA FROM CONSUMER.

tising is not some noisy fireworks far off, but is for his benefit—the dealer is able to see where he "comes in."

Sometimes it is necessary to keep after dealers with inquiries by mail for some time even after a salesman's visit; sometimes it is a cincher to give the dealer the names and addresses of the people who take the magazines in that town in which the firm's ads appear; sometimes copies of orders from people in his community to whom goods were sold direct, because of lack of a dealer; sometimes a statement of the amount of goods sold by a rival dealer in the town is effective.

Anyhow, the principle is the same—to make the dealer thoroughly comprehend the co-operative efforts of the advertising, and to make him alive to the beginning of demand in his community. If salesmen are unavailable to cover all the territory irrespective of anything else, then perhaps there are enough salesmen to take a bunch of inquiries from advertising and plan trips to cover the towns in which they originate, or the towns in which most of them originate.

"GET BUSY" IN

TOWN _____ STATE _____ POP. _____
 RETAIL INQUIRY FROM _____
 THIS TOWN HAS NO DEALERS HANDLING OUR LINE—TRY:

NAME	BUSINESS	RATING	WRITE

FIGURE 1—FORM FOR ADVERTISING TIP TO SALESMEN.

vertising or order department fill in and send to the sales-department such a "get busy" card as is here shown, and then let the campaign begin. It may be a mail campaign or it may be a salesman campaign. It may be a "Please Call" post-card to a salesman in that section—that is one method. Another letter with other literature and proofs of current advertising can be sent to the dealers

And even if there are not salesmen enough to do this promptly—for it ought to be done promptly—then there still remains the mail method. There are many large concerns which have gotten their dealers by mail. In fact, the largest concerns I know, with a great many salesmen in the field, are not content to let the smaller inaccessible places untouched, and are continually working them with strong form letters by mail.

But the consumer must not be neglected, either. When he writes direct for information or catalogue, it is not in keeping with modern scientific advertising methods to send him what he asks and forget him. He is the life of the business, and he must be kept in touch with. If there is a dealer handling the goods in his community he is referred there, of course—but how? One of the cleverest ways, as well as the most inexpensive, is to send a return postcard form to the dealer, telling him of the inquiry, and asking him merely to tear off the return portion and mail it.

All the bother which the dealer has is to sign his name to this card and mail it. The postage is already paid and the card printed, and consequently it is very likely to be mailed.

But even this is not all the manufacturer can do. Ten days later he *might* suppose that the sale was made and all was well. Hundreds of manufacturers never think of going farther than this. But the exceptional one sends out a form like Fig. 2 and with it a letter or a circular.

Of course, many do not reply, but a large enough percentage do to give him some very valuable and reliable information. He can determine the average value of his inquiries by the percentage of replies acknowledging that they called on the dealer. He can discover if there is substitution practised, and how much. He can locate and average the dealers who are unprogressive. He can determine the purchase value of his advertising inquiries; and other things—all of which helps in pushing business.

S-Y-R-A-C-U-S-E!



Syracuse is the place where the trains run through the heart of the town. The railroad was there first. Then the village moved down from the hill to be near the wooden rails.

Even then The **SYRACUSE JOURNAL** was going into the homes of the people. And for 65 years it has continued to be the home paper of Syracuse. To-day the city has 135,000 population, and there are 100,000 more within 20 miles.

Now the **SYRACUSE JOURNAL** guarantees a circulation of 28,000—18,000 in the city and 10,000 outside, all within 20 miles of the City Hall, the buying territory of Syracuse.

The **SYRACUSE JOURNAL** goes into practically every home in its parish. It is worth your while to investigate the Syracuse situation.

SMITH & BUDD Co.,

Advertising Representatives.

Brunswick Bldg., N. Y.; Tribune Bldg.,

Chicago; Third National Bank

Bldg., St. Louis.

WHAT TRADE PAPERS ARE DOING FOR GENERAL ADVERTISING.

HYDEGRADE, WOOLTEX, SUSQUEHANNA MILLS, CEYLON TEA, GENERAL ELECTRIC CO., AMERICAN CAN CO., ETC., ALL WERE FIRST TRADE-PAPER ADVERTISERS.

There is absolutely no logical reason for the present antagonism from some advertising agents to trade papers—except it be that the black sheep among trade papers have soured many advertisers against all trade papers.

Both from a magazine and a newspaper standpoint the best trade papers are working month after month and year after year to the ultimate end of increasing both magazine and newspaper advertising. And this end is merely incidental, of course, to working for increased business for the advertiser.

To see this it is absolutely necessary, first, to clear the mind of prejudice and confine ourselves to the consideration of the self-respecting, thorough-going body of trade papers who are appreciated for their editorial worth and influence. To speak of any other kind is to speak of the inevitable parasites that follow in the trail of all worthy institutions. Their very presence proves that the good trade papers have a peculiar and powerful strength with the trade. A weak organism can't support parasites.

Practically every important and large business or industry has a good trade paper—it is necessary to the intelligent conduct of that business or industry—it is the central point—a telephone central exchange, one might say, for the passage of information, for business announcement and a place of meeting between maker and seller.

It may be true that for years some trade papers have been narrow about consumer advertising and have fought it. But intelligent trade-paper men do not do so to-day. They could not run a live trade paper if they held that attitude, for this is a day when

consumer advertising is an important part of manufacturing and selling tactics.

The live trade paper to-day discusses consumer advertising in its columns. It is to its own advantage to get a manufacturer into general advertising, for it unquestionably means more trade, and more trade means more prosperity to the trade paper.

But the strongly established trade paper has plenty of evidence that its advertising columns are a very important factor in dealer distribution. And how can it help knowing so, when it looks at the many letters it has from the most progressive dealers in the trade who testify that they have leaned heavily on the trade paper for years, and give it the credit for stirring them up to more progressive methods?

Knowing the rash tendency of some general advertising men to steer a manufacturer into magazine advertising before distribution is at all in shape (sometimes before nine-tenths of the dealers know anything about it), and knowing the game of bluff about general advertising worked on dealers so frequently, it is not surprising that trade papers should firmly adhere to the principle that a trade-paper campaign educating the dealer about the goods should precede a general advertising campaign.

This principle is not based on selfish considerations purely; it is based on practical merchandising considerations first of all. It is even for the best interest of the advertising agents themselves. The advertising boneyard is full of advertisers who were steered in wrong by some advertising men. To be quite fair, one might add that some trade papers, by narrowly prejudicing against general advertising, have also black marks to their credit.

We are speaking, however, of intelligent agents and intelligent trade papers. There are more than a few actual instances on record where a trade paper has advised expenditure in trade papers but frankly told the adver-

tiser to spend the bulk of appropriation in general mediums.

Every time a trade paper wins a manufacturer for trade paper advertising it is doing foundation work for magazine advertising.

This is not purely a guess, but is backed up by facts. One of the heaviest general advertisers in the country—using all classes of general mediums, is the concern making "Hydegrade" fabrics, including "Heatherbloom." This concern was persuaded to become a live trade-paper advertiser long before a line of general advertising appeared.

The same is true of "Wooltex" the trade-marked clothes of women which are having such unusual success.

"Wunderhose" is another nationally advertised article (Chattanooga Knitting Mills) which had a strong trade-paper campaign before going into general advertising. "Suskana" silks, and the products of Kunz-Biederman, Austin Walker, Rogers and Thompson and others, are textile products which were not exploit-

ed by general advertising before a trade-paper campaign.

Slidewell collars is another instance of the same thing. The American Can Company has just become a general advertiser, after years of trade-paper advertising. The General Electric Company, the Exide Battery, the Dodge Manufacturing Co., (Dodge Power Transmission), Ideal Engines, and a number of machinery makers have now become general advertisers after solidifying their status with the trade through advertising in trade journals.

After spending almost a quarter of a million in a lot of extremely ill-advised advertising at the Chicago World's Fair, Ceylon tea was established with the trade by a trade-paper campaign.

Trade papers, by the way, are constantly at work originating more local advertising for newspapers by maintaining special departments in which retailers are urged to use not only space in newspapers for themselves, but also to run the electros which national advertisers will furnish.

The New Haven Register

is one of the Important Papers on the list of any advertiser covering
NEW ENGLAND.

NEW HAVEN is the Largest City in **CONNECTICUT** and the **REGISTER** is the acknowledged leading newspaper of **NEW HAVEN.**

FIRST in equipment; **FIRST** in news;
FIRST in the estimation of advertisers!

The **REGISTER** carries Twenty to Thirty columns more advertising each day (including Sundays) than any other **NEW HAVEN** paper.

THE **REGISTER** carries two pages of Classified Ads, daily and Sunday. It is the leading Classified Medium of **CONNECTICUT.**

JULIUS MATHEWS, Representative.

The Biggest June

During June, 1909, The Record-Herald printed more advertising, both display and classified, than in any previous June in its history. As compared with June, 1908,

**Display Advertising
Gained, . . 278 Cols.**

**Classified Advertising
Gained, . . 155 Cols.**

Not including Tax List 946
Columns.

This follows a continuous gain each month since January, the aggregate increase of display advertising in six months amounting to 1,216 columns.

THE CHICAGO RECORD-HERALD

Contract and Estimate Clerk

Wanted to take charge of entire department of a large well known advertising agency beginning September first.

EXCEPTIONAL OPPORTUNITY

for one who thoroughly understands the figuring of rates. Must be familiar with the relative advertising values of propositions affecting newspapers, magazines and all forms of publications.

ONLY EXPERIENCED NEED APPLY

Write stating past experience, with whom now connected and salary expected.

Address: "Exceptional Opportunity," Box 100, care Printers' Ink, N. Y.

CALIFORNIA'S BRIGHT ADVERTISING.

NEW YORK, July 21, 1909.

Editor of PRINTERS' INK:

Having read with much interest the article appearing in your current issue concerning California advertising, I thought it might interest you to know another phase of California advertising.

At the suggestion of the late William H. Mills, a traveling demonstration was started some years ago which was known as "California on Wheels," to which the California State Board of Trade and the Southern Pacific Company contributed equally. An advance agent was sent out preparing a route for this special railway car throughout New England, the Middle West and the South. On this car was carried a carefully selected exhibition of fruits of all kinds with plenty of booklets and other advertising matter to give out along the way. The primary purpose of this was to arouse interest in California fruit, but it soon developed that the fruit had a strong indirect argument for California land, and it was found necessary to carry also advertising concerning fruit lands for sale.

Any one who is an observer can find to-day plenty of evidence of the results of this and other California advertising. The other day I saw a sign over a high-class fruit shop in New York on which it said, "Cantaloupes from California as fine as we ever saw them." We used to be taught that Rocky Ford melons were the best, but it seems that California advertising has over-shadowed them.

CHARLES P. ESTERLY.

AGAINST READING NOTICES.

Milton J. Budiong, president of the Packard Motor Car Company, in one of the New York Herald's interviews about influencing editorial policy, says:

"We advertise largely in the newspapers and pay full cash rates. But because of this we do not think of asking for 'puffs' or 'write ups.' I believe in conducting business on a high plane—paying for what you get and expecting pay for what you sell. Because one buys space in a daily newspaper is no reason why he should ask editorial praise of himself or his merchandise.

"I know that a system prevails where newspaper solicitors offer to give to firms a write up on condition of getting special advertising. I tell all such applicants that I don't do business that way—in fact, I would rather not have such puffing, even for nothing."

The Ohio State Journal denies that it has acquired the Columbus Press-Post, as indicated in a news item recently published.

P. B. Bromfield has completed his contract as advertising manager of the Christian Herald and has removed his offices to the Fifth Avenue Building, New York, where he will continue the general advertising business he established in 1874. His successor with the Christian Herald is Otto Koenig.



That Imprint

on your issue of catalogues magnifies the help which good engraving and printing gives to any business undertaking.

It appears only when designs, engraving and press-work have undergone banknote scrutiny. Worth remembering if you have engraving or printing to be done.

If you are the head of a business or department using printed matter, we would like to send you our monthly magazine, "The Imprint." It shows the kind of work other people are using and how they are creating sales. Simply request it on your business letterhead and we will gladly enter your name. Better write today.



American Bank Note Company
Broad and Beaver Sts., New York

Boston

Philadelphia

Baltimore

Atlanta

Pittsburg

St. Louis

San Francisco

Call it Creed, or Principle, or Character—whatever it is that has identified

The Root Newspaper Association

with its marvelous publishing progress and advertising accomplishment can best be estimated in the words of its founder at the recent Chicago Convention of R. N. A. workers:—

"Let me tell you what I consider the greatest single thing that will or can be done at this convention. That is, to lay bare, in the sight of this majority of its working force, the basic, deep-in-the-ground foundation of the Root Newspaper Association; to recall to our older members and reveal to the newer ones the massive R. N. A. corner stone which is our debt to the past and to which we owe our future. The R. N. A. interest of the Customer. And the other stones that surround this corner stone agree well with it; they are inscribed 'Technical Knowledge,' 'Originality,' 'Sound Ideas,' 'Confidence in Our Own Values,' 'Purposes to Uplift,' 'Courage of Our Convictions,' 'Fearless

to the basic, deep-in-the-ground foundation of the Root Newspaper Association; to recall to our older members and reveal to the newer ones the massive R. N. A. corner stone which we are doing the "Deed" and to teach it this motto: "The Best Interest of the Customer." And the other stones that surround this corner stone agree well with it; they are inscribed 'Technical Knowledge,' 'Originality,' 'Sound Ideas,' 'Confidence in Our Own Values,' 'Purpose to Uplift,' 'Courage of Our Convictions,' 'Fearless Leadership,' 'Never Satisfied Ambition to Grow and to Improve,' 'Alertness for Opportunity,' 'Unsleeping Energy,' 'Co-operation,' 'Truth,' 'Goodwill,'—and so on all around the "four-square."

Write for the Convention "Router"—interesting reading to all makers and advertisers of goods that sell through the retail merchants' co-operation.



R. N. A. papers reach over 60,000 merchants and include:

Dry Goods Economist, New York.
Dry Goods Reporter, Chicago.
The Milliner, Chicago.
General Merchants Review, Chicago.
Drygoodsman, St. Louis.
Shoe and Leather Gazette, St. Louis.
Twin City Commercial Bulletin, Minneapolis.

The Hardware Trade, Minneapolis-St. Paul
Boot and Shoe Recorder, Boston.
Apparel Retailer, Boston.
Cleveland Trade Bulletin, Cleveland.
Southwestern Merchant, Dallas.
Pacific Coast Merchant, San Francisco.
Merchants Journal, Lynchburg, Va.

Twin City Commercial Bulletin, Minneapolis-St. Paul.

In Every Other Home in Milwaukee—

THE JOURNAL

Home merchants know THE MILWAUKEE JOURNAL to be the undisputed leader in circulation and the producer of results. Local merchants acknowledge this leadership in the substantial manner of making their greatest advertising investments in THE JOURNAL columns.

THE JOURNAL in every other home in Milwaukee insures over 50 per cent. possible publicity at 7 cents flat per line rate. Position 8 cents per line.

Circulation—June 1908, 56,131; June 1909, 58,779. For twelve months to July 1, 1909, 57,619.

THE JOURNAL CO.

L. T. BOYD, *Publisher*

New York Office:
Jas. F. Antisdel,
366 Fifth Ave.

Chicago Office:
C. D. Bertolet,
Mgr. Foreign Advertising,
1101-10 Boyce Bldg.



Silverware
for Premiums

Attractive
Display
Set

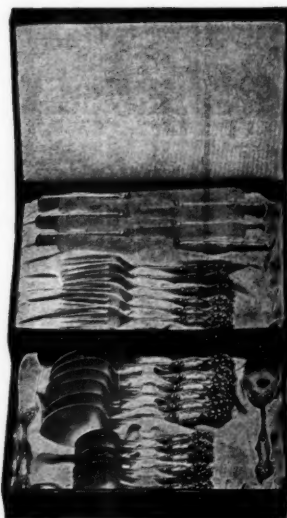
Will Bring You
Re-orders

Wear Guaranteed

Write us for other
Attractive Sets

Special Factory Prices

INTERNATIONAL
SILVER CO., Fac.C.



BRIDGEPORT, CONN., U. S. A.

26 Piece Set. Frame Case

MORE ABOUT "COPY WRITER."

COMES HOME FULL OF ENTHUSIASM.

CHICAGO, July 24, 1909.

Editor of PRINTERS' INK:

Franklyn Hobbs in his letter of July 13, looks at the term "copy writer" from still another angle, and one which is an added reason for disliking it.

Mr. Hobbs is quite right. There are those whose work is but a re-vamping of the thoughts of others.

Conscious and voluntary plagiarism, however, I believe is by no means so common among advertising writers as Mr. Hobbs implies.

But suppose that it were: To my mind adaptation of ideas is sometimes permissible—not appropriation, mind. Needless to say that is reprehensible always.

I have heard Jno. H. Patterson say, with evident pride, that he attributed much of his success to his ability to adapt. When he saw anything good in another man's business he took it over and either improved on it or fitted to his own uses.

As there is nothing new under the sun, we writers are from sheer necessity copyists to a certain degree. I do not consider this fact a thing to be condoned. If it were, then the steam engine of Watt ought to be in use to-day—the telegraph of Morse ought to be ticking out messages in the same inadequate way it did half a century ago—and instead of the click and rattle of thousands of infinitely deft spindles the world over, we ought to know nothing better than Cartwright's crude invention.

So long as writers improve on what has gone before, they are doing a justifiable work. The shame and the offense comes when, as Mr. Hobbs observes, they merely copy.

I hold no brief for the plagiarist. My contention is that it is not what material a man uses that counts, but what he does with that material.

In support of this view I can point to no less a genius than Shakespeare himself who was the prince of plagiarists in the sense of going to others for his sources. But of the dry bones of his predecessors he made flesh and blood literature that has never been surpassed, if equalled. That is justification enough.

IRWIN SPEAR.

CHICAGO, ILL., July 23, 1909.

Editor of PRINTERS' INK:

In your issue of July 7 I noticed reproduction of a letter signed by Irwin Spear, in which he asked for information relative to the origin of the term "copy writer."

As ad writing as a profession is still in its infancy, it occurs to me that either the originator of the term or some one else acquainted with the source from which it sprung might be able to elucidate.

The information will be of special interest to me in view of a heated discussion I recently heard at an informal gathering of Chicago advertising men.

D. R. HINCKLEY.

Wm. A. Whitney, advertising manager of the Phelps Publishing Company, together with Otto H. Haubold, of the advertising staff, have just returned from a three-months' trip abroad, during which they visited Italy, Germany and France. The trip was a gift to Mr. Whitney from his firm as an appreciation of his success in building up advertising patronage. Mr. Whitney has kept in touch with home conditions in business and is enthusiastic over the prospects this fall, not only for agricultural advertising, but every kind. The following interesting letter has been received from Mr. Whitney:

GOOD HOUSEKEEPING.

SPRINGFIELD, MASS., July 28, 1908.

Mr. Jesse D. Hampton, Editor,

PRINTERS' INK,

New York City.

My Dear Mr. Hampton: On the job again! That sounds funny because for fourteen weeks I have been doing nothing but having a good time. I arrived back Sunday night from my European trip and on coming into the office for a little while Monday, told my chief clerk to show me the most important things. Among these he showed me the twenty-first anniversary number of PRINTERS' INK and said: "Here is something you want to get busy on and look it over."

I remember almost the last letter I received before I sailed early in April was one from your kind self notifying me that you were going to Europe and asked me to call upon you in London, so perhaps it is quite fitting that on my return almost the first letter I write is to you, congratulating you upon the July 14th number of PRINTERS' INK which constitutes your twenty-first anniversary number.

I suppose other publishers in your line wonder how you do the trick. Indeed, I should think they would. You have gotten out some pretty good numbers in the past, but this one seems to beat them all, and the advertising in it—well, that ought to make the man who pays the bill smile even in this hot weather.

To be honest with you, I haven't had a chance to read this issue as I ought to. It's one which a man ought to take and go through carefully, because it contains a world of information to any one interested in advertising. But I am setting it aside and just as soon as I can clean up other matters will get to that.

I heard about the London, or British, edition of PRINTERS' INK while I was on the other side. I hope it will be successful, and indeed I know it will.

I see my friend Frothingham had the postal card habit while he was in Europe, but they tell me he fixed his up on this side. On the contrary, I bought mine on the other side and burned the candle at ten centimes per hour in sending a few to my business friends, including those connected with PRINTERS' INK.

W. A. WHITNEY,
Advertising Manager.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

DIGNAM SAYS SCORE WAS 757 TO 296.

HAND, KNOX & Co.,
CHICAGO, July 28, 1909.

Editor of PRINTERS' INK:

It is to be regretted that PRINTERS' INK, to which we look to get information that can be absolutely relied on, is occasionally misled by some of its readers. In your last issue Franklin Hobbs attempts to set you right on the score made by the competing teams at the recent ball game in Chicago for the benefit of the "Off-The-Street Club," and I am satisfied that Mr. Hobbs had nothing but the best intentions in the world when he went to the trouble of giving you the information.

I happened to have been at the game, and stayed until the full nine innings were played. Mr. Hobbs was right in his contention that the score was 77 to 23, but he neglected to tell you that this was the score at the end of the first inning. Mr. Hobbs undoubtedly thought that the game was finished and put in the balance of the afternoon in devouring cracker-jack and imbibing Coca-Cola, and did not realize that the game was still in progress.

If you want to be correct on this extremely important question, you can take it from me that the score was 757 to 296, both sides claiming to having made the 757.

J. B. DIGNAM.

ADVERTISING MEN IN GALVESTON GALE.

F. J. Stuart, advertising manager of the Fort Worth, Tex., *Record*, was one of those fortunate enough to be rescued by a steam pilot boat seven miles out in the Gulf, during the recent Galveston hurricane. C. H. Dailey, circulation manager of the Galveston *Tribune*, was one of the unfortunates who lost their lives when Tarpon pier went down.

Harper's magazine carries a record amount of school advertising in its August issue. Thirty-two pages of 224 lines each, net, are carried, which is a larger amount than in any previous month since *Harper's* has been published.

The *Century* has begun an unique plan of page classified heads for its entire advertising pages. The class of article or articles advertised on each page is named on the same line with the title head. The advantage to the reader is obvious.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office
1536 BROADWAY, NEW YORK CITY

Now Listen!

Utica is not only the home of the Vice-President, but it is the richest city in the Empire State in proportion to population, it is the center of the knit goods belt and famed for its world-known manufactures. It's a city of culture. The paper having by far the largest city circulation (about 6,500) is

The Utica Observer

UTICA, N. Y.

Total Circulation

17,000 DAILY

LAST CALL

To send your message, at the old rate, to the

325,000 POCKETBOOKS

of buying housewives that read

THE LARKIN FAMILY MAGAZINE

every month, a clientele of responsive woman readers who have learned the advantage of ad-reading.

On September 1st the rate goes from \$1.00 to \$1.25 a line.

All orders received before this date may carry the old rate for October, November and December.

A big subscription campaign about to be inaugurated means many thousands of new subscribers to be added in the next few months.

Why not get in on this at the old rate?

Full information and sample copies on request.

The Larkin Family Magazine

BUFFALO, N. Y.

New York City, W. C. KIMBALL, Inc., 1 Madison Ave.; Boston, W. C. KIMBALL, Inc., 6 Beacon St.; Chicago, W. J. MACDONALD, 1722 1st Nat'l Bank Bldg.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingsway Hall, London W.C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

New York, August 4, 1909.

A Milk Advertising War

Ever since the beginning of the Van Camp milk campaign, which has been so vigorously maintained, speculation has been wide as to whether or not it could succeed in its big undertaking. To attempt to wean millions from the use of "fresh" milk by educational advertising and make them users of tinned milk, and in that attempt spend hundreds of thousands of dollars in newspaper space, indicated that some one had a great commercial conviction, and was willing to risk much money on the faith that it would prove right.

The first really conclusive evidence to outsiders that the daring campaign is actually making inroads on the consumption of "fresh" milk is given in PRINTERS' INK this week in the story of the advertising campaign started by Philadelphia milk dealers. This advertising marks the first "come-back" from fresh milk men, after

the many Van Camp advertising broadsides against it. The possibilities of an advertising war, if other milk sellers follow the Philadelphia example, are full of promise of a lively time.

The trade for tinned milk that Van Camp is awakening is very large. Grocers universally testify that as a result of the big campaign of some months ago they sell three Van Camp cans where they sold but one before. The interesting thing is that other brands—Borden's, St. Charles, Peerless, Carnation (whose campaign is described in this issue), Blue Label, Gold Cross, Helvetia, etc., are all prospering, especially those that are advertising.

The production of evaporated milk, it is stated, in 1890 was only 50,000 cases. In 1900 it was 1,000,000 cases; and estimates for this year are figured by those who ought to know at 10,000,000 cases. A case contains from forty-eight to seventy-two cans.

The rapidity with which evaporated milk is meeting public favor is evidenced by the manner in which new concerns are springing up and seeking business; and the way in which older concerns are beginning to advertise. The John Wildi Company has just built a very large plant in Marysville, Ohio, and has set aside 16 2-3 cents per case for advertising, which it is spending in a vigorous coupon newspaper advertising campaign in five states.

Obviously Van Camp has stirred the entire business to its depths and made them all realize how advertising can make blades of grass grow where before there was nothing but sterile sand.

California Advertising

It is all very well that recent PRINTERS' INK writers should give praise to California for her good advertising. Few states are so keen when it comes to real estate or community advertising.

But live California publishers and advertising men will be the first to agree with PRINTERS' INK that, considering the products of

California and her opportunity, there is a woful lack of real advertising of commercial products, such as we know in the East. It is true that many excellent co-operative efforts for advertising fruit and land have been put forth. But why are there not more large individual fruit concerns or manufacturers from California seeking national sales through newspaper and magazine advertising?

Take raisins for instance. There is no more delicious or healthful fruit. There is an annual consumption in this country of 38,000,000 pounds, of which about one-seventh are imported. How neglected this field is can be seen from the fact that the United Kingdom, with much less than half our population, consumes 73,000,000 pounds (to say nothing of 143,000,000 pounds of currants to our 29,000,000). Why are there no California raisins and currants being advertised?

But that is not all. California had 6,839 manufacturing establishments in 1905, making everything from flour, hosiery, perfumery, furniture, cigars, talcum powder to steel, stoves, refrigerators, bath tubs. The value of her manufactured products was \$367,218,494.

California is not alone backward in advertising her products. Oregon and Washington have also many manufactures and food products that might be very profitably advertised throughout the country.

A Look into the Future

It does one good occasionally to figure ahead, as carefully as possible, and see what we're likely to come to. Like lifting the eyes from near objects and looking afar off, it rests one's optics and balances the muscle-tension.

The *Manufacturers' Record* has been doing this service for business men in a most entertaining manner, not without its instructive significance. It has computed the probable progress of business in this country by 1918, based on past progress.

It estimates, in the first place, that our population will be 106,-

021,800 in stead of 87,189,392. Bank deposits will be \$20,468,000,000 instead of \$8,709,959,961; our total wealth will be \$200,700,000,000 instead of \$129,500,000,000; and our agricultural products will be \$16,888,000,000 instead of \$7,848,000,000.

Manufactured products will total annually \$33,200,000,000 instead of \$20,000,000,000; our imports will total \$1,534,200,000 instead of \$1,194,341,792; and our exports will total \$3,067,000,000 instead of \$1,860,773,346.

Railroads, it is estimated, will increase to 284,672 mileage, from 228,286, and freight mileage will increase from 215,698,911.350 to 422,122,000,000.

These figures, prepared by very good authority, have their advertising significance. Consumption, at home and in foreign markets, will have a heavy increase according to these figures, and *someone*—who does the best advertising—will enjoy the lion's share of trade in each line. Such a prophetic view (and it will be remembered that in the past we have always exceeded the most roscate prophecies) should stimulate manufacturers to begin now to build reputation by advertising that will insure future profit.

Responsibility of Mediums for Results

In the August number of the *Carriage Monthly* appears a long editorial which tells advertisers some very plain things. There is no doubt that advertisers are too prone to judge mediums finally by results, without due allowance for the various other conditions which make or mar an ad in the best of publications. Says the *Carriage Monthly*:

Many advertisers seem to think that all that is necessary to get business is to place an announcement of some sort in the columns of a magazine, newspaper or trade publication. They throw all the responsibility upon the publication if their efforts are not successful. This mistaken conception of the place which the medium holds in the advertising and selling campaign arises from a misunderstanding of what constitutes a selling campaign.

Advertising is but a part of the selling campaign, and the announcement

in the magazine or newspaper or trade publication is but a part of the advertising.

A publisher sells an advertiser space, this space, of course, being backed up by the prestige of the publication, earned by its service to its readers, and being multiplied in value by the size of its circulation among those who would be interested in the advertiser's product. It is up to the advertiser to use that space so as to get the results for which he is looking.

This is logic which cannot be emphasized too strongly. A Chicago advertiser who is bright enough to appreciate the matter fully, used to amuse—and educate—himself several years ago by keeping track of not only the pulling power of individual ads, but also by analyzing the queer things which he discovered affected results. He used to say that a religious revival in a city could kill his newspaper advertising for the time being, and that, until he discovered it, he used to give the newspapers a black mark for poor results.

As a general rule it is the copy and the merchandising plan which makes advertising effective or ineffective much more than the medium. It is the goods and the way they are displayed that wins customers, not wholly the show window.

Advertising by Business Associations

Several large advertising agencies are at present working up a rather new and interesting field of advertising. Efforts are being made at conventions and before executive boards to induce associations of manufacturers, etc., to advertise co-operatively.

The plan is one of the most ingenious ever advanced by advertising men, because of its far-reaching possibilities. In securing an association to advertise its mutual product, in a general way, at mutual expense, two interesting things are accomplished. One is that a group of men who individually are or have been unreceptive to the advertising idea, are persuaded by the small *pro rata* expense and the feeling of

safety in numbers, to taste the benefits of advertising. The second advantage is that an almost irresistible pathway is made toward individual advertising, which from a human-nature as well as a business standpoint is an inevitable outcome.

The bakers, the brick makers, the accident insurance men, and the canners have already taken up this co-operative plan.

Quick Advertising Results

One of the most convincing proofs of the instantaneous and far-reaching effect of advertising came out in New York city the other day. Exactly four days after the O'Neill-Adams department store ad had instituted four-column display advertising in the New York papers arguing in general about the exceptional purchasing power which its membership in the United Dry Goods Company made possible, twenty other dry goods houses made application to be admitted to the combine.

This effect is absolutely due to the four days' advertising, since only one or two applications for membership were received in all the months since the organization of the company was publicly announced. It is evident that dry goods houses did not realize how powerful an advertising argument the combine possessed until the O'Neill-Adams Company began its campaign.

The United Dry Goods Company was formed in May, with a capital of \$51,000,000, to take over the members of the Associated Merchants Company, which controlled the H. B. Claflin Company, the James McCreery Company, the Adams Dry Goods Company and other large concerns. The volume of trade in this combine can be gauged by the fact that since it started an aggressive advertising policy not so long ago, the O'Neill-Adams Company actually sells one per cent, or 1,500,000 pounds, of all the coffee imported into this country.

YOU judge the QUALITY WE prove the QUANTITY of Hampton's Circulation

We believe advertisers are fully capable of judging the literary and popular value of a publication.

We believe that the man who has sufficient brains and ability to build up a profitable business by advertising, is quite competent to take a magazine, like HAMPTON'S, for instance, and form a picture in his mind of the average HAMPTON reader.

The intelligent advertiser knows, when he finds names like

Gouverneur Morris,
O. Henry,
Rheta Childe Dorr,
Edwin Balmer and
William B. MacHarg,
John L. Mathews,
Harris Dickson,
Rex Beach,
Captain Fritz Duquesne,
Myra Kelly and others,

as contributors to a single issue (August), that HAMPTON'S is very much alive, and that, as surely as a man is known by the company he keeps, so a magazine is known by its readers.

Just imagine the class of people who would be likely to appreciate such a magazine as HAMPTON'S, and you will have a good idea of the kind of people you will do business with if you advertise in HAMPTON'S.

YOU are the one to decide whether your proposition will appeal to the HAMPTON class.

We are perfectly willing that advertisers should pass judgment on our QUALITY, but we think, before parting with good hard-earned dollars for advertising space, they are entitled to know definitely and positively the QUANTITY of circulation they are buying.

Therefore, HAMPTON'S positively guarantees a minimum average circulation of 250,000 copies monthly, and hereby agrees to rebate to advertisers pro rata if the above circulation is not given. We may say that we are perfectly safe in making contracts on this basis, as we shall certainly exceed that figure.

The present rate is \$250.00 per page.

Here is a fair test for the advertiser who thinks his appropriation is too small to include HAMPTON'S.

Ask five leading newsdealers in your town how many copies of HAMPTON'S they are selling; then ask them how many copies of the various magazines on your list they are selling; then write to a dozen of your salesmen in different parts of the country and get their reports on five or ten or more dealers in each locality. We will rest our case on the information you get from these disinterested sources. The result will be interesting to you and perhaps it will change your mind.

YOUR FALL LIST IS NOT COMPLETE WITHOUT

Hampton's Magazine New York

F. W. Thurnau
Western Advertising Manager
1638 Tribune Building
Chicago

Howard P. Ruggles
Advertising Manager
66 West 35th Street
New York

IF CLERKS TALKED TO CUSTOMERS IN THE LANGUAGE OF THE ADS.

WHAT WOULD BE THE EFFECT OF FLOWERY PHRASES AND GLOWING PERIODS ON PROSPECTIVE PURCHASERS?—AMUSING CRITICISM OF PRESENT-DAY COPY AND A REPLY.

By John C. Dalton.

[From the English Edition of *PRINTERS' INK.*]

Whether it is that our ideas of what constitutes "good" advertising are undergoing a big change, or that people nowadays are influenced by a style of "talk" different from that which used to be considered sound, a kind of phraseology is creeping into present-day advertising that is overstrained, unnatural, exaggerated and empty, and that is surely tending to make advertising ridiculous.

Do we still believe, with Charles Austin Bates, with John F. Powers, with John Wanamaker, with Claude Hopkins, with Ashby Goodall, and all the other big thinkers of the advertising world, that in advertising you should write about your goods as you would speak of them face to face with a prospective customer?

Is this dictum of the great ones still an advertising axiom?

You answer, "Of course it is." I answer in the same strain. We all answer in the same strain.

PUT IT INTO PRACTICE.

Will you, then, in imagination, get behind the busiest counter of your favorite draper's and fancy yourself saying to prospective customers some of the things our present-day advertisers are saying in their advertisements?

For instance, to the young lady who asks about Wolsey Underwear you will reply thusly:

Solomon said, "A word spoken in due season, how good is it!" Hence these remarks anent the Wolsey Book.

If she survived that, and had the temerity to make some re-

mark about the store generally, according to a recent Selfridge announcement, you would start off in this strain:

In every undertaking in which effort is essential it is the spirit of enthusiasm that inspires, and leads to success. Enthusiasm is the ardour that will not be damped; it bears down obstacles and wins through everything. Enthusiasm, cheerful always, hopeful always, is contagious; it is the splendid quality that kindles kindred souls, and, unconquerable, earning for that business inevitable and swift success.

I fear you would make a rather misleading impression on these drapery customers.

WHAT WOULD CUSTOMERS SAY?

So, suppose, instead, you—again in imagination, of course—plant yourself behind the leading local grocer's counter and speak in the language of some advertisers to the women, girls, boys, and urchins that come in for the thousand and one odds and ends that are sold by the grocer.

Here comes the mother of a long family, generous of proportions and racy of tongue. She asks about "this 'ere St. Ivel Cheese":

NOW CHEESE.

Be ready with this glowing period:

St. Ivel cheese after dinner imparts an air of distinction to the meal, and denotes good taste, discrimination, and refinement in the host.

That may very probably drive the lady to ask you, in despair, to tell her about a sauce.

"SAUCE?"

To this inquiry you say either this:

Those who think hunger is the best sauce should try H. P. Sauce.

Or this:

The food with which you use Hoe's Sauce is always tempting and tasty. It is the food you always enjoy.

If the lady has the good manners to wait until you get through, she may—just as women do—quietly turn round and ask you, "What about Shredded Wheat?"

Picture yourself delivering this peroration:

Life to-day is a glorious existence for those who are physically fit. If you find the fight too hard take Shredded Wheat, and, like its inventor, you will leap from ruinous debility to vigorous life success. To eat it is to feel new life in your veins, new nerve in your body, new fire in your brain. Work hitherto laborious becomes light; petty cares no longer annoy; health and confidence and power shine out as they only can from a properly nourished body.

Either this, your sauce, or your cheese talk should produce the same effect—the lady will vanish in any case.

And so you could go on for hours, using the actual phraseology adopted in current advertising by several advertisers of national fame. I have not attempted to alter or in any way tamper with the extracts given.

If this tendency to the ridiculous is not checked, what may we not expect to see under the guise of advertising in another decade?

THE CHEESE MAN REPLIES.

ST. IVEL CHEESE
(AFLIN & BARRETT, &C., LTD.),
YEovil, SOMERSETSHIRE.

Editor of PRINTERS' INK (English Edition):

While agreeing in the main with Mr. Dalton's amusing criticisms, I cannot help thinking that he might have shown more discrimination in selecting his examples, of which the following is one:

St. Ivel Cheese after dinner imparts an air of distinction to the meal and denotes good taste, discrimination, and refinement in the host.

Mr. Dalton considers that this advertisement would only bewilder a woman (presumably from Poplar) who asks about "this 'ere St. Ivel Cheese." No doubt it would; but we are not appealing to people of this class, and consequently Mr. Dalton's criticism is a bit lame.

To appeal to such a customer in good "shop talk" we should have to revise our advertisement as follows:

Yes mum, St. Ivel Cheese is a bit of orlright. It's "class" it is. Makes yer lodgers think how nobby y'are.

As I did not write the advertisement in question myself, I am quite impartial in the matter. I certainly think it is slightly long-winded. But Mr. Dalton creates an entirely erroneous impression by introducing as a customer a woman of the lower orders instead of one of good social standing. NOEL L. GODBER, Advertising Manager.

Case and Comment Should Be Used BECAUSE

it has demonstrated its ability to get replies from men who have at their command an enviable purchasing power. If your copy is of sufficient merit to attract the attention of these men, this publication will meet the necessary requirements. Large copy is not always desirable in this magazine, while on the other hand a clear-cut selling talk must be made to get the maximum results. Will you allow us to tell you more on the subject?

CASE AND COMMENT
ROCHESTER, N. Y.

In Portland Maine!

With a paid circulation equal to the combined circulation of all (three) other Portland dailies, and the Lowest Rate per thousand of any Portland paper, the

EVENING EXPRESS

has a clear lead in its field.

Its **Sunday Edition**—the **Telegram**—has the Largest Circulation of any Maine Sunday paper.

These papers

Give Advertisers Best Results!

JULIUS MATHEWS, Representative

BUTTE, MONT. MINER.

The largest guaranteed paid circulation in Montana.

The only paper in Butte allowing its circulation to be audited by an expert. **THE RESULT.**

DAILY, 7,992
SUNDAY, 12,137

The one best bet in Butte. Away ahead of its competitors.

BUTTE MINER, Butte, Mont.

Special Rep., F. R. NORTHRUP, 225 Fifth Ave., New York. Tribune Building, Chicago.

NEWSPAPERS AND LOTTERY SCHEMES.

NEW YORK, July 22, 1909.

Editor PRINTERS' INK:

The statement is made in the current issue of **PRINTERS' INK** that "Newspapers all over the country have reason to be extremely careful not to admit a lottery scheme, as the penalty is the deprivation forever of the second class mailing privilege." This statement is a mistake. The second class entry which a newspaper has received will not be revoked for the reason that it may ill-advisedly carry an advertisement covering a lottery scheme. In such cases, however, the entire issue of the publication carrying such advertisement will be refused transmission through the mails; in other words, the entire issue carrying such advertisement may be "held up" by the Post-office Department, as will also future issues carrying like advertisements. No question as to the continued right to pass through the mails at the second class rate of postage is involved, unless it appeared that the publisher is using his publication to particularly further the interests of the alleged lottery, in which case it might be held that the publication is "primarily designed for advertising purposes" and thus raise a question which might exclude the publication from the privilege of passage through the mails at the second class rate of postage.

Then, too, it might be stated that if the advertiser persists in the use of a lottery scheme as an advertisement, a fraud order might be issued, which would prevent him from receiving the replies which might come by mail from his advertisement.

LUCIUS WEINSCHENK,
Counselor-at-Law.

"J. W. T." vs "AINSLEE'S" AT BASEBALL.

On the Van Cortlandt Park diamond, New York City, July 24, a baseball game which was as full of genuine baseball excitement as any crack game, was played between the J. Walter Thompson agency and *Ainslee's* magazine teams.

One of the strong features of the game was the splendid running-and-leaping one-hand catch of Smith in the fifth inning, with the bases full and two out. The heavy batting of Carroll, Clinchy, Mason and McAlpin was too strong for *Ainslee's*, and the score finished at 30 to 6. *Ainslee's* got its only six runs in the very first inning, while the J. W. T. boys got nothing; but the magazine boys couldn't keep up their pace.

The line-up for *Ainslee's* was: Haloran, 2b.; Hine, 3b.; Hutchinson, ss.; Brown, 1b. and c.; Atkinson, l.f. and p.; Tompkins, c.f.; J. Atkinson, r.f.; Weingarten, c. and 1b. The line-up for the J. W. T. team was: Andrews, 2b.; F. Smith, c.f.; Mason, ss.; Clinchy, 1b.; Arnold, 3b.; McAlpin, c.; Fiegel, l.f.; Dunn, r.f.; Carroll, p.

The July issue of *Paris Modes* contained 6,170 agate lines of advertising.

SECONDS PROTEST AGAINST CHANGING NAME OF GREELEY SQUARE.

GOOD HOUSEKEEPING.

NEW YORK CITY, July 28, 1909.

Editor of PRINTERS' INK:

The man who wrote that editorial on the attempt of Gimbel Bros. to change the name of Greeley Square to "Gimbel Square" is to be congratulated on the strength of his pen. The concluding paragraph sums up the newspaper situation in this city with terseness and strength.

More of this sort of thing from PRINTERS' INK would be very welcome to many of us, I believe.

RICHARD H. WALDO,
Acting Advertising Manager.

"FARM JOURNAL" BUYS BUILD- ING SITE.

The *Farm Journal*, Philadelphia, through Charles F. Jenkins, business manager, has purchased a plot on the west Side of Washington Square and will erect a large publishing plant within the next two years. This site is diagonally opposite the monster plant of the Curtis Publishing Company which is now in course of erection. With one or two smaller publishing houses already situated on the square this bids fair to be the future publishing centre of Philadelphia.

A GREAT
OFFICIAL

*Methodist
Weekly*

Guaranteed Circulation

425,000

Advertising Rate

One Dollar per line

A. E. DUNN

Advertising Manager

57 Washington Street, Chicago

"A Daily Newspaper for The Home" The Christian Science Monitor

OF BOSTON, MASS.

Every Afternoon Except Sunday

World-wide Circulation and
undoubtedly the most
closely read
newspaper in the world.

Advertising rates furnished
on application.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Coal—Gas—Oil

making money easy—in chunks—this happened to the farmers and the well-to-do citizens in our country—nearly everybody owns their own home and can afford to be spenders. Our paper influences 6,100 of these homes. Send for rate card today. **Washington Record**, Washington, Pa.

"Twin Grip"

PAPER
FASTENER

has double prongs that hold top, bottom and middle papers in an all-embracing grip. Just a pinch and it's on. Can be used over and over again.

Smooth, handsome and effective.

Send for free samples in four sizes.

THE DE LONG HOOK & EYE COMPANY,

PHILADELPHIA,
U. S. A.



NOW IS THE TIME TO GET AFTER THEM

MORE than likely you are fond of telling the boys, as an example and a stimulus, how you landed a splendid account when you were a salesman. How you were rebuffed, turned down, snarled at, chased out. How you went back again and again, and then again, always polite, smiling, suave. How you were finally treated more courteously, welcomed half-heartedly—and at last landed a trial order that resulted in a life long customer.

Very good, but do you instruct your advertising manager to pursue the same tactics of good-natured persistence?

You tell the boys that if they get after a man, and keep after him in the right way, never giving up or getting discouraged, they'll get him after awhile.

True. And the same is the case with advertising.

Now, at the beginning of another business year, is a splendid time to get after the men who ought to buy your goods, and to formulate plans for keeping after them until you land them.

For this purpose, we sometimes recommend letters, sometimes folders or booklets, sometimes a combination of these and other good methods. Our experience of many years in the active and successful planning and execution of this important class of advertising, makes it certain that the course we advise is the right one.

There is some kind of mail advertising which, if used regularly and persistently, would bring business and make money for you. We should like to help you determine what it is, and put it to work for you.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 } Stuyvesant
 { 4847 }

COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

There is absolutely nothing the matter with this Marlin advertisement except that it is made wrong. The idea behind it is good, and, as shown by the illustration marked No. 2, is adaptable to a strong and impressive advertisement.

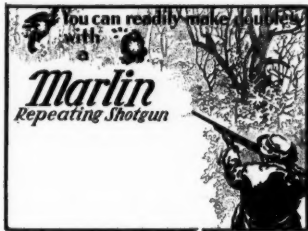
The merit of the original, how-

ever, has quite a few obvious merits. The trade-mark name cannot be overlooked by the most hasty, and the picture of the bottle makes the most of the opportunities of a half-page magazine space.

The little pictures, suggesting the idea of Londonderry for use



No. 1



No. 2

ever, stops short with the conception of the man who planned the advertisement. Whoever carried it out certainly made a poor job of it, as, even in the original,

both at home and in the public café, help to make the advertisement interesting.

* * *

It is a good thing to know that Tiz is such a fine thing for tender feet, and also to be made aware of the fact that you soak your feet in it instead of taking it internally. This latter fact is

Londonderry

The All 'round Table Water



The quelling infernal in the and from time. The all (also) in half-gallon bottles. Londonderry Little Spring Water Co. HAMBURG, N. Y.

the picture was muddy and the text almost indecipherable.

When the right way to do a thing is as plain as the road to market, it is a pity to spend so much time and trouble in doing it the wrong way.

* * *

This Londonderry advertise-



brought out most clearly by the illustrations in this advertisement, and, in order to make sure that we clearly comprehend the fact that it is for both men and women, we are shown a picture of both sexes in the act of giving their feet a Tiz treatment.

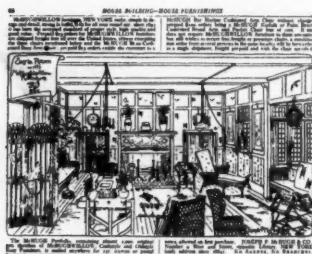
Whatever else may be said for-

or against this advertisement, nobody can say that it leaves anything to the imagination.

* * *

The accompanying illustration of a McHugh furniture advertisement is rather hard to classify. The type is very small and devoid of display, with the single exception of body caps.

The picture, while full of detail,



lacks contrast, and is, therefore, dull and lifeless. It may be said on its behalf that it is brimful of pictures of willow furniture, and that the woman with that kind of furniture on her mind is going to be attracted by, and interested in, the picture.

At the same time, it would have been possible to show ever so many pieces of furniture in a more attractive and artistic way.

As to the necessity of showing so much detail—so many pieces of furniture and other accessories and appointments, a good many arguments might be advanced on both sides.

It could be said with truth that it is bad judgment to clutter up a picture in this way, but it could also be said with a considerable show of reason that these little details will be of interest to people who have furniture problems to deal with.

Taken all in all, this is a curious advertisement and would have to be judged by results rather than arbitrary standards.

* * *

Just now the magazines are carrying a large amount of school

copy, whose most noticeable characteristic is its unrelieved sameness. Nearly all of the advertisements of this kind show little pictures of school buildings—all of which are practically alike and few of any interest whatever.

This advertisement of St. Mary's school is better than most, inasmuch as the picture is reproduced from a pen and ink drawing instead of from a photograph.

The halftone reproductions of buildings which are used so largely in school advertising are usually so small as to mean very little. Out of a score of such advertisements none is likely to stand out with any unusual strength or to possess any qualities of attraction not possessed by all its neighbors.

Such being the case, the useful-



St. Mary's School

KNOXVILLE, ILLINOIS

For Girls and Young Ladies

Under same management for forty years. Preparatory, elective and advanced courses. Six Languages, Music, Art, Domestic Science, School of Applied Housekeeping. Wm. H. Sherwood, Visiting Director of Music. Sympathetic guidance; Social advantages; Physical training (Dr. Sargent's method): swimming, bowling, dancing, out-of-door sports; weekly entertainments; cheerful environment; home dairy, pure air, pure water, gardens and groves. Send for Quarterly No. 4. Illustrated. Personal interview if desired.

R. v. C. W. Leffingwell, D.D., Rector and Founder
Miss Emma Pease Howard, Principal

ness of these pictures is doubtful, but it is the fashion and probably will remain so—if one does it the others feel that they must follow suit.

Frederic Hoecklev, formerly of *Everybody's* magazine, recently joined the advertising department of the *Red Book* magazine under Ralph K. Strassman, advertising manager, whose offices are in the Metropolitan building. The *Red Book* has shown great gains in the amount of advertising carried during the past year.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,570. Best advertising medium in Alabama.


Montgomery, Journal, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA


Phoenix, Republican. Daily aver. 1908, 6,661. Leonard & Lewis, N. Y. Reprs., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 88,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram,** daily average for June, 1909, sworn, 12,747. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,736.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 16,864; Sunday, 12,667.

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,647; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,326; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 3 mos., 1909, 12,857. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. June dy 17,742; Sun 19,839. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 2,641.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Chicago, Breder's Gazette, weekly. \$2. Average for first 6 months, 1909, 77,721.

Chicago, *Dental Review*, monthly. Actual average for 1907, 4,018; for 1908, 4,097.



Chicago *Examiner*, average 1908, Sunday 602,377, Daily 165,407, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *Record-Herald*. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 197,000. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, *Herald*, evening and Sunday morning. Average for 1908, 6,808.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, 16,608. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, 20,911.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409. First six months, 1909, 4,963.

INDIANA

Evansville, *Journal-News*. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,877; weekly, 2,641.

South Bend, *Tribune*. Sworn average year sending Dec. 31, '08, 9,329. Best in No. Indiana.

IOWA

Burlington, *Hawkeye*, daily. Average 1908, 9,139. "All paid in advance."

Davenport, *Times*. Daily aver. June, 16,876. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1908, 12,664; Sunday, 14,731.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; 1908, 4,836. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg, *Democrat*. W. Av. '08, 3,370. Largest and best paper in Central Kentucky.

Lexington, *Herald*. D. av. 1908, 7,194. Sunday, 8,266. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*. Average for 1908, evening, 6,445, Sunday 6,878. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 43,940.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,439.

Augusta, *Kennebec Journal*, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, *Maine Woods and Maine Sportsman*, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, *Evening Express*. Average for 1908, daily 14,451. Sunday *Telegram*, 10,001.

MARYLAND

Baltimore, *American*. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 84,396. For June, 1909, 88,608.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily. 176,397; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,809,700 lines of advertising. This was 7,445 more columns, or 2,443,275 more lines than appeared in any other Boston newspaper.



Boston, *Post*, June, '09, Sunday aver. 252,569; daily, 280,865. The Boston *Post*'s greatest June in both circulation and advertising.

BOSTON TRAVELER

Established 1825
Average circulation for May, 1909, 104,133.
Gain over May, 1908, 15,408
Gain over April, 1909, 4,081
The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1908, 3,090.

Fall River, Globe. The clean home paper. Best paper. Largest circ. Actual daily av. 1908, 7,473.

Lawrence, Telegram, evening, 1908 av. 8,949. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, 16,522; 1908, average, 16,396. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, Evening News. Actual daily average for 1908, 18,332.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (©©). The only Gold Mark French daily in the U. S.

MINNESOTA

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, Patriot. Average May, 1909, daily 9,348, Sunday 10,205. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,330. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1908, 19,886; June, 1909, 20,950.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for six months ending July 15, 1909, 100,166.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 23,270.

Minneapolis, Journal, Daily and Sunday (©©). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 72,419. Daily average circulation for May, 1909, evening only, 71,332. Average Sunday circulation for May, 1909, 72,797. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1908, 85,841.

CIRCULAT'N Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily *Tribune* average per issue for the year ending December, 1908, was 90,117.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,095. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1908, 16,548. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1908, 38,320. Smith & Budd, Eastern Reps.

St. Louis, National Druggist(©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1908, 8,870.

Jersey City, Evening Journal. Average for 1908, 24,078. Last three months 1908, 25,021.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Av. 1906, 18,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 82,286.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,447, daily, 51,604; *Enquirer*, evening, 34,570.

Buffalo, Evening News. Daily average for 1906, 94,473; 1907, 94,843; 1908, 94,033.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1908, 5,132.

Mount Vernon, Argus, eve. Daily av. cir. 6 mos. ending June 30, 1909, **8,088**. Only daily here.



Newburgh, Daily News, evening. Average circulation entire year, 1908, **6,229**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 12 months ending May 31, 1909, **10,344**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, **6,700**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, **26,622** (©©).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **176,866** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, **10,250** Dec., 1908 issue, **10,000**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **408,172**. Sunday, **483,336**.

Poughkeepsie, Star, evening. Daily average for first five months 1909, **4,827**; May, **5,342**.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1908, **16,760**.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1908, daily **34,067**; Sunday, **40,951**.



Troy, Record. Average circulation 1908, **20,402**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1908, **2,883**.

Utica, Press, daily. Otto A. Meyer, publishers. Average for year ending Jan 1, 1909, **15,274**.

OHIO

Ashtabula, Amerikan Sawomat. Finnish. Actual average for 1907, **11,120**.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1908, **78,291**; June, 1909, **83,678** daily; Sunday, **102,479**.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult'l paper. '08, **463,716**.

Springfield, Poultry Success, monthly av., 1908, **32,833**. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'y av., '08, **15,000**; Sy., **10,400**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1907, **6,659**; for 1908, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., **26,955**. June, '09, **31,011**. E. Katz, Agent, N. Y.

OREGON



Portland, The Oregonian, (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. June NET PAID circulation, daily, **39,223**, Sunday average, **49,245**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, **7,888**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, **18,487**; June, 1909, **19,548**. E. Katz, Special Agt., N. Y.



Harrisburg, Telegraph. Sworn average June, 1909, **16,156**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.



Johnstown, Tribune. Average for June, 1909, **12,674**. Only evening paper in Johnstown.

In Philadelphia The Bulletin

goes daily into nearly every one of the over three hundred thousand homes of the "city of homes."

NET PAID AVERAGE FOR JUNE

254,150

COPIES A DAY

The "Bulletin's" circulation figures are net. All damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 8,328.

Philadelphia, *Confectioners' Journal*, mo. Average 1907, 8,514; 1908, 8,517 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for June, 1909, 101,753; the Sunday *Press*, 169,976.

Washington, *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,844. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,188—sworn.

Providence, *Daily Journal*. Average for 1908, 20,210 (©©). Sunday, 25,861 (©©). *Evening Bulletin*, 46,373 average 1908.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., 8,066.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,888.

Columbia, *State*. Actual average for 1908, daily (©©) 13,416 Sunday, (©©) 14,130.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

TENNESSEE

Knoxville, *Journal and Tribune*. Week day av. year ending Dec. 31, 1908, 15,885. Week-day av. November and December, 1908, 16,909.

Memphis, *Commercial Appeal*, daily, Sunday, 1908, average: Daily, 43,786; Sunday, 62,793. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,455; for 1907, 36,206; for 1908, 36,554.

TEXAS

El Paso, *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,776. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,337. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1908, 4,556. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1908, 3,066; June, 1909, 3,754. Largest circulation. Only evening paper.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of 59,436 daily, 83,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732 Sunday, 20,729.

Tacoma, *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville, Gazette. Daily average, June, 1909, daily, 4,796; semi-weekly, 1,799.

Madison, State Journal, daily. Actual average for 1908, 5,090.

Milwaukee, Evening Wisconsin, daily. Average for June, 1909, 37,680 (66). The great Home Paper of Wisconsin.

Milwaukee, The Journal, ev., ind daily. Daily average for 12 mos., 57,609; for June, 1909, 55,779; daily gain over June, 1908, 2,648. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for April, 1908, 9,348. Examined by A. A. A.

Racine, Journal, daily. Av. for 12 months ending May 1, 1909, 4,442; April, 4,660.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended June 30, 1909, 60,762. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. W. C. Richardson, Mgr.

41 Park Row.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, 37,095; daily June, 1909, 41,044; weekly 1908, 27,428; June 1909, 29,512.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, 17,646. Rates 56c. in.

Winnipeg, Telegram, dy. av. for 9 mos. to April 30, '09, 26,445. Weekly, same period, 29,510.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily 99,239, weekly 46,935.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday *Star*, Washington, D. C. (66), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign *News* is the leading Want ad. medium of Central Eastern Illinois.

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"**N**EARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word.
Only Sunday Paper in Indianapolis.

MAINE

THE Evening *Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1906, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in May, 1906, amounted to 229,376 lines; the number of individual ads published were 31,219. Eight cents per agate line if charged. Cash order one cent a word.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-paper D'tory Daily or Sunday.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1906, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Ad Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 31,011. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 93,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(GO GO) Gold Mark Papers (GO GO)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed. Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (GO GO).

ALABAMA

The Mobile *Register* (GO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES TO *The Evening and Sunday Star*. Average, 1906, 85,762 (GO).

GEORGIA

Atlanta *Constitution* (GO). Now as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (GO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (GO), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (GO). Actual average circulation for 1906, 15,866.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (◎◎). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (◎◎) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (◎◎), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1908, 96,349; The Sunday *Press*, 133,994.

THE PITTSBURG
(◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle *Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (◎◎) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (◎◎), is read daily in over 51,000 of the best result-producing homes.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING IN

CUBA

being placed for M. C. Farber, of Chicago (watches), through the
BEERS ADVERTISING AGENCY
HAVANA, CUBA

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE Saturday Evening Post covers every State and Territory.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD WRITERS

If Your Ads. Don't Pull try mine
W. D. KEMPTON, Glen Bldg., Cincinnati, O.

BUSINESS OPPORTUNITY

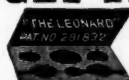
ANY magazine or newspaper solicitor wishing to associate with a well-established advertising agency will find a good opening with generous terms. Correspondence confidentially treated. "BOX, X. Z.," care of Printers' Ink.

HAVE had 16 years experience in Business and Advertising Management. Would invest small amount of money together with services in good proposition. Address "R. S.," care Printers' Ink.

WANTED—Advertising Man, to act as General Business Manager for entire territory east of the Mississippi. Duty to sell city rights for catchiest novelty in patented advertising device. Combines advantages of street-car and bill-boards. Worth \$200,000 yearly. Half interest for \$10,000 cash. Address **WHEELAD,** 70 La Salle St., Room 23, Chicago.

COIN CARRIERS

GET THE CASH



with the subscription order. Also used with Want ad dept. **1,000 any Printing, \$3.25; 5,000 any Printing, \$10.00. Samples free. DETROIT COIN-WRAPPER CO.,** 4 John R. Street, Detroit, Mich.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

FOR SALE

FOR SALE—Complete file of "The Advertiser's Guide" (published by the late Stanley Day), June, 1889, to June, 1906. Make me an offer. "BOX 8," Newmarket, N. J.

FOR SALE—7-column Rotary Perfecting Press, complete with paste, folder, motor, curved plate stereotype outfit, moulding table, turtles, chases, etc., perfect condition. Will print 4, 8 or 12 page paper. Speed 10,000 to 12,000 per hour. Cost new \$15,500, will sell at great sacrifice. Satisfactory terms may be arranged. Address **C. S. SMITH, Whitney Bldg., Cleveland, Ohio.**

HELP WANTED

ADVERTISING ASSISTANT—Young man wanted in advertising department of a large manufacturing company. Preference given a well-educated beginner, sixteen to eighteen years old, who is interested in advertising. Address "COCOA," care of Printers' Ink.

WANT an all around idea and copy man in a service agency. Must be original in preparing follow-up series of business literature. Permanent position to right man. State age, experience and salary expected "BOX No. 42," care Printers' Ink.

WANTED—A strong salesman and copy writer. Must thoroughly understand the selling and making of Direct-by-mail advertising. Only men who can show good records need apply. **MATHEWS, KAYE, MANN & CO.,** c/o W. Fort Street, Detroit, Mich.

FREE REGISTRATION is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (4500 minion), not over \$22. Good positions open. Booklet sent free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

HOUSE ORGANS

MY COPY increased the demand for a technical house organ from 10 to 30 thousand in 6 months. I write (publish if you want) your own little business-getting magazine. **C. H. CAUDY,** Washington, D. C.

LINO TYPE SCHOOL

EMPIRE Linotype School, 419 First Ave., N. Y. Technical School solely. Write for booklet

MISCELLANEOUS WANTS

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK,** the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY,** Washington, D. C. Established 1869.

POSITIONS WANTED

AN EXPERIENCED EDITORIAL WRITER would like to serve one or two publications, daily or weekly, wanting editorial assistance. Special articles and department work also furnished. "E. R. H.," care Printers' Ink.

WANTED—Position on six-day paper, two Pressmen, Union, married, strictly temperate. Combination job, Pressman and Stereotypist—Scott & Goss Presses. Address "PRESS-MEN," care Printers' Ink.

MAIL ORDER MANAGER with technical education, experienced in advertising, desires new connection where push and originality are requisite factors. "M. O. M.," care Printers' Ink.

ADVERTISING Manager with a creditable record which is open to the strictest investigation desires to connect with a manufacturing concern making an article of merit. Address "S. B. P.," care of Printers' Ink.

SUCCESSFUL Advertising solicitor is open for position on trade paper devoted to iron and steel products, machinery, etc. Can deliver the goods, but will not consider proposition unless with opportunity to purchase interest. Address "S. L.," care Printers' Ink.

COLLEGE graduate (29) having seven years business experience, two in advertising field, wishes position as assistant to advertising manager in large or growing manufacturing concern. At present representing advertising department N. Y. publication. Address "H. R.," care P. I.

POST CARDS

POST CARDS—We carry the largest line of high grade post cards of any firm in the United States. Special attention given to those using cards for circulation purposes. Address **ARTHUR CAPPER,** Department F., Topeka, Kansas

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS,** drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

PUBLISHING BUSINESS OPPORTUNITY

\$1,500 Will Buy Profitable Publishing Business

The first edition of books sold will return the investment and 100% profit. Sale includes copyrights, cover designs, mattresses, dies, stick on hand, etc. A money-maker for the right man. For particulars address, **ARCHBOLD,** 8918 Meridian Avenue, Cleveland, Ohio.

TRADE-MARKS

TRADE-MARKS registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relating to trade-mark protection mailed on request. **HEELER & ROBB,** Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

Engineering Journals Should Be Consolidated

There are two important publications in a certain engineering field which should be consolidated. Both papers have good paid subscription lists and a large amount of advertising. Both can be increased by able publisher. It would take \$150,000 to carry this plan through and the probable results seem to justify the expenditure. This will interest only experienced publisher who can appreciate a good property in the making.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY

NEW YORK

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now—read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

Won't Fray

SOILED fingers, rough usage or ordinary wear won't fray nor injure the celluloid tip—makes index guide cards outlast two of ordinary kind.

CELLULOID TIP GUIDE CARDS

have a one-piece celluloid tip folding over top of card—where the wear comes. Will not crack, fray nor curl up. Tip doesn't show wear and prolongs life of card.

Ask your dealer for one piece tip or write direct for samples.

STANDARD INDEX CARD CO.,
701-709 Arch Street, Philadelphia, Pa.

7850 Moving Picture Men

—throughout the world read the

MOVING PICTURE NEWS every week. To sell to this class, the **NEWS** is the medium. Our readers believe in our advertisers, because we require a guarantee of good faith. Ask our advertisers about results. Rates and sample copies on request. Cinematograph Pub. Co., 30 W. 13th St., N. Y.

—9,059-Word Business Book Free

Simply send us a postal and ask for our free illustrated 9,059-word Business Booklet which tells how priceless business experience, squeezed from the lives of 112 big, broad, brainy business men may be made yours—yours to boost your salary, to increase your profits. This free booklet deals with

- How to manage a business
- How to sell goods
- How to get money by mail
- How to buy at rock-bottom
- How to collect money
- How to stop cost leaks
- How to train and handle men
- How to get and hold a position
- How to advertise a business
- How to devise office methods

Sending for this free book binds you to nothing, involves you in no obligation, yet it may be the means of starting you on a broader career. Surely you will not deny yourself this privilege, when it involves only the risk of a postal—a penny! Simply say "Send on your 9,059-word Booklet." Send to **SYSTEM, Dept. 100-9, 151-153 Wabash Ave., Chicago**

Business Going Out

Biggs, Young, Shone & Co., Inc., are conducting quite an extensive campaign on Hotel Astor Coffee in New Jersey. Daily newspapers in most of the larger towns and cities are being used.

Alfred Benjamin & Co. are now placing orders with the large city (metropolitan) newspapers throughout the country, to be used in connection with the advertising of "Benjamin" clothes, and "The New York Style Show."

The MacManus-Kelley Company, Toledo, is sending out 10,000-line contracts to newspapers for the Cadillac Motor Car Company, Detroit.

Walter Baker & Co., Boston, are now making contracts for the season beginning September.

The Morse International Agency, New York, is sending out 4 inches, c. o. d., 39 times, for James Pyle & Sons, Edgewater, N. J. This is for "Sopade."

Biggs, Young, Shone & Co., Inc., are sending out copy for the American Tobacco Company. This time it is Piper Heidsieck Champagne Flavor Chewing Tobacco, and daily newspapers in thirty-one of the principal cities throughout the United States are being used.

Frank Seaman, Inc., New York, is sending out contracts for the Studebaker Automobile Company, for 7,000 to 10,000 lines.

The Blackman Company, New York, is now making contracts for the Crossett Shoe Company, of North Abington, Mass.

The Chicago & Northwestern R. R. is placing contracts through Lord & Thomas, of Chicago, for 500-line readers in Western papers.

Bryan's Drug House, Rochester, N. Y., is using 20 lines one time a week, t. f., in papers in the Southwest.

N. W. Ayer & Son, Philadelphia, are sending out orders for 10 inches, one time a week, for 15 weeks, and 30 inches, twice a week, for 15 weeks. Business not stated.

The Frank Presbrey Company, New York, is using 5,000 lines for the Automobile Co-Operative Association of America, with offices in Philadelphia and New York.

E. H. Clarke, Chicago, is using 14,000 lines on the Pacific Coast for the Val

Blatz Brewing Company, of Milwaukee, Wis.

Chas. Scribner's Sons are sending one-time orders to newspapers to advertise the Roosevelt articles.

Frank Kiernan, New York, is placing some copy in the East for the Willey-Cananea Copper Company, of New York.

Orders are being sent out to general magazines and mail-order publications by the MacManus-Kelley Company, Toledo, for the F. H. Young Company, manufacturers of Young's Victoria Cream.

Renewal contracts are being sent out by Booth's Hyomei Company, of Buffalo.

H. W. Kastor & Sons, St. Louis, Mo., are using 5,000 lines in Western papers for the Maxwell-McClure-Fitts Dry Goods Company, of Kansas City.

Roberts & McAvineh, Chicago, are making 1,000-line contracts in Southern weekly papers for Sears, Roebuck & Co., of Chicago.

The Rubicam Adv. Agency, Drexel Building, Philadelphia, is asking for rate cards.

The United Drug Company is sending out contracts for 1,000 inches, on the Rexall business.

Geo. Batten, New York, is placing contracts for 10,000 lines to be used in one year, for Waitt & Bond, makers of the Blackstone Cigar.

Biggs, Young, Shone & Co., Inc., are placing orders for the fall campaign of President Suspenders. Both as to mediums and space, it will be the largest campaign which has been run by this advertiser and will eclipse anything that has ever been done before in suspender advertising.

Orders for fall campaign on Rixdorfer Floor Covering (P. O. Judson & Co.) are being sent out by Biggs, Young, Shone & Co., Inc. Large space will be used in a selected list of mediums.

The fall campaign of the Foster Rubber Company, orders for which are being sent out by Biggs, Young, Shone & Co., Inc., includes newspapers, as well as magazines. The campaign will be considerably heavier than anything that has been run by this advertiser before.

BOSTON ITEMS.

The *National Sportsman* is offering advertising to the leading publications in exchange for space in their magazine. This covers September and October issues.

John Wood, of Wood, Putnam & Wood, has returned from an extensive trip to South America in the interests of his agency.

The J. C. Ayer Company reports a very prosperous condition of its business as the result of its persistent and extensive advertising. The daily newspaper contracts will be resumed early in the fall. Larger space will be used and more papers added to one list.

The advertising campaign for Whittall's carpets, Worcester, Mass., has been decided upon for the coming year. The appropriation will go entirely into class publications appealing particularly to home owners. This amount is handled by Mr. W. L. Weedon of Wood, Putnam & Wood.

H. E. Ayres & Co. are placing contracts for the mail order liquor advertising of the J. E. Doherty Company. The contracts are for 8 inches running twice a week for one year. This agency is using a list of newspapers throughout New York state for the advertising of Frank Jones Brewing Company, Portsmouth, N. H. Plans are also being made by this concern for an extensive fall campaign for the Magee Furnace Company to exploit Magee ranges and heaters in territory where they have established local representatives.

Wood, Putnam & Wood are asking for rates on three or four thousand inches of space for a new financial advertiser.

Ross Douglass, formerly with the New England office of *Collier's Weekly*, has accepted the position of advertising manager of the B. F. Sturtevant Company.

The Ernest J. Goulston Agency is making thousand-inch contracts with newspapers for the Waldberg Brewing Company. Cities in New England are being covered where Waldberg Beer is on sale.

J. A. & W. Bird, manufacturers of Rex Flint-Kote Roofing and Zolium, are considering mediums for the coming season. Magazines and large agricultural papers will be used. The business will be handled by the George Batten Company.

Hewes & Potter, manufacturers of the Bull Dog Suspender, are considering a list of magazines for the fall. Contracts will be placed by the F. P. Shumway Company.

The appropriation for the advertising of the Arnold Shoe Company, North Abington, will be handled this year by

the P. F. O'Keefe Agency. Contracts have gone out to a select list of general publications.

The advertising of the Colt Fire Arms Company, Hartford, Conn., which has been handled by the above agency the past year, has been very successful. A list of general magazines will be used the coming season.

The appropriation of the New England Confectionery Company will be decided upon early in August. This business will be handled by S. A. Conover, manager of the Boston office of N. W. Ayer & Son.

PHILADELPHIA ITEMS.

The advertising of the Pratt Food Company's products has been placed in the hands of the Ireland Advertising Agency. New literature is in course of preparation and a list has been made up to start with October issues.

New orders for Cook's Linoleum advertising, including a number of color pages, are going out from the Ireland Advertising Agency.

The state of Illinois has been added to the Middle West newspaper campaign now being conducted for Fels-Naptha Soap by the Ireland Advertising Agency.

Kennedy's Cream Buttermilk, bottled, is a new product advertised by the Ireland Advertising Agency in Philadelphia.

PLANS FOR LOUISVILLE CONVENTION.

Ten thousand people attended "Greater Louisville" Day July 22d, which was celebrated under the auspices of the Advertisers' Club for the purpose of increasing the entertainment fund for the Associated Advertising Clubs' convention. It was a municipal half-holiday, and city and county officials took part in the celebration.

Louis Scurlock, of Kansas City, Mo., will speak on "Higher Ideals in Advertising" at the Louisville convention August 25th, 26th and 27th, instead of "The Legal Responsibility of the Advertiser." The former subject was to have been handled by Robert Collier, of New York, but he was unable to attend.

Arrangements are being made for the entertainment of the women who attend the convention of the advertising men in Louisville. A feature now under consideration is the chartering of 150 automobiles to make a tour of Louisville's world-famous park system. A trip to Mammoth Cave the day after the convention is over is also being talked of.

The Seelbach Hotel has been selected as the headquarters for the advertisers' convention, most of the sessions of which will be held in the roof garden auditorium, seating 1,500.

No Advertiser Signs a Contract When He Deals With Us

The usual advertising agent before he shows results—wants a one- to three-year contract.

Then you must cling to that agent—whatever the outcome—for the full term agreed.

It is buying a "pig in the poke." It is also a poor way to place men on their mettle.

We have abandoned contracts.

Our business is solicited on one basis only—on the claim to outsell any other concern in the field.

We expect to be compelled to make good.

That is why we pay our Copy Chief \$1,000 per week. That is why we work in Advisory Boards, each session of which costs us \$1 per minute.

We combine our ability—mass our experience—to invariably fulfill our claim.

Then we abide by results.

Advertisers may come to us without any commitment. They may start in a small way, and expand when results are apparent.

They may quit us the moment another concern shows the power to sell more than we.

Thus we are held to the mark. We cannot relax, for our accounts are ours only so long as no better man shows up.

That is the only right way to place advertising, so that is the way we accept.

We deal with our men on a similar basis.

Our Copy Staff is made up of the ablest men we know. Each can earn more here than anywhere else, so long as he holds his own.

But, when any man lets another outsell him, the other has his place.

For advertising is war, and expensive war. The stakes are tremendous. There is no room for incompetents.

Men or agencies must rise or fall by their victories or their defeats.

So, we make no contracts with our brilliant men, and we ask none from any client.

There is a way to know if your advertising brings the utmost results that are possible.

There is a way to prove—easily and quickly—if we can sell more than others.

The proof can be given without any commitment on your part. It will be such that no man can dispute it.

The result may be worth thousands of dollars to you. We have made it worth millions to some.

If you are interested, ask us to state the way.

LORD & THOMAS

Newspaper, Magazine and Outdoor

ADVERTISING

Second National Bank Building
Fifth Ave. and Twenty-eighth St., New York
Trude Bldg., 67 Wabash Ave., Chicago

Address either office.
They are equally equipped.

1075% Gain

in Cash Display Advertising
for May, June and July, 1909,
over the same months in 1908.

This is Printers' Ink's record:—

The number of pages is as follows

	1908	1909	GAIN
May,	28 $\frac{1}{4}$	106	375%
June,	18 $\frac{1}{2}$	105	600%
July,	68	134	100%

Every ad at regular card rates, no trade deals or special "schemes." And nearly every ad from one of the "top notch" publications! The "weak sisters" and "has beens" don't advertise in Printers' Ink!

Printers' Ink has just finished its 21st year and never in its history has it been more closely read by general advertisers or more liberally patronized by publishers and all advertising concessionaries.

If you want general advertisers to know about your proposition you can reach them all at very small cost through Printers' Ink.

Let us tell you of an inexpensive plan for you.

PRINTERS' INK PUBLISHING CO.

J. D. HAMPTON,
President

J. M. HOPKINS,
Manager

F. C. BLISS,
Adv. Manager

12 WEST 31st STREET, NEW YORK

CHICAGO:
844 Tribune Bldg.
Wm. S. Grathwohl

BOSTON:
2 Beacon St.
Julius Mathews

ST. LOUIS:
Third Nat'l Bank Bldg.
A. D. McKinney

LONDON:
S. H. Benson, Ltd.
Kingsway Hall, W. C.



Power of Affiliations

The 17,000 dry goods and department stores where Butterick Magazines are sold are among the very largest and most enterprising in the communities where they are located.

Your Advertising in the Butterick Magazines secures for you the co-operation of this powerful distributing organization, because merchants who handle Butterick Magazines are accustomed to handling Advertised Goods and know the value to their business of Advertising in the Butterick Magazines.

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers